

# Justin Siegel

## Software Engineer

732-236-4788 | Montclair, NJ | [justinsiegel@gmail.com](mailto:justinsiegel@gmail.com) | [linkedin.com/in/justinsiegel](https://www.linkedin.com/in/justinsiegel) | [github.com/justinsiegel](https://github.com/justinsiegel)

## TECHNICAL SKILLS

**Proficient:** Javascript, Sequelize, React/Redux, Node.js, PostgreSQL, SQL, Git/Github, CSS, HTML5, Database Management, Tailwind CSS, Microsoft Office

## TECHNICAL PROJECTS

**Venari | Fullstack Engineer** | May 2023 | <https://venari.onrender.com>

- Developed a single-page application capable of scraping the web for job listings from various websites and aggregating them in one place
- Built the full front-end of the application in order to allow for users to track active jobs, take notes about their interviewing experience with each job, and use OpenAI's tools to assist with writing a cover letter
- Created using React, React-Redux, Express.js, ScraperBee, and Tailwind CSS

**Admin Dashboard | Solo Developer** | April 2023 | <https://github.com/justinsiegel/AdminDashboard>

- Admin Dashboard is a sample dashboard designed to showcase front-end competencies and the ability to make an eye-catching user interface
- Created using React, Syncfusion, and Tailwind CSS

## EXPERIENCE

**Senior Partner Manager | TripleLift** | New York, NY

April 2022 - January 2023

- Managed and grew a roster of over 50 accounts including brands such as PepsiCo, Frito Lay, and AT&T
- Cultivated client relationships with key decision makers, landing over 25 new clients throughout 2022
- Served as a resource for clients and internal teams on all aspects of the digital advertising landscape

**Senior Programmatic Strategist | Sharethrough, Inc** | New York, NY

August 2018 - April 2022

- Lead a team that served as the digital advertising experts/consultants company-wide
- Corresponded directly with the clients to troubleshoot and resolve any issues regarding delivery, scale, and performance from the get-go on advertising campaigns.
- Served as a point of escalation for issues on advertiser and agency-managed campaigns
- Provided ongoing detailed reports and insights on campaigns to optimize and help campaigns perform

**Programmatic Strategist | Mediacx Media** | New York, NY

June 2017 – August 2018

- Spearheaded a team that ran well over 100 campaigns in the programmatic advertising space at any given time
- Functioned as the company SME on programmatic platforms and digital media, procuring inventory from tens of thousands of websites across the internet
- Liaised between the Sales/Finance and Ad Operations/Campaign Strategy teams to ensure smooth communication

**Senior Associate | Cadreon - IPG Mediabrands** | New York, NY

April 2016 – June 2017

- Directed advertising campaigns to meet strict key performance metrics within various advertising platforms, running media on Desktop, Mobile Web, Mobile In-App, Social Media sites and more
- Procured use of hundreds of proprietary technologies to allow for first-to-market opportunities across the industry
- Oversaw projects within the company that would bolster relationships with clients as well as vendors

**Account Manager | Amnet Group - Dentsu Aegis Network** | New York, NY

April 2014 - April 2016

- Ran programmatic ad campaigns in various Demand Side Platforms (DSPs)
- Optimized campaigns to meet KPIs such as cost per acquisition (CPA), cost per lead (CPL), brand lift, and viewability

## EDUCATION

**Fullstack Academy Web Development Bootcamp**

January 2023 - May 2023

Software Engineering Certificate

Full-time, Full Stack Javascript Web Development Immersive

**University of Delaware**

September 2007 - May 2011

Bachelor of Science in Marketing