Justin Siegel

Software Engineer

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TECHNICAL SKILLS

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

TECHNICAL PROJECTS

Venari | **Fullstack Engineer** | May 2023 | [Link to Project](#)
- Developed a single-page application that scrapes the web for job listings aggregates 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
- Created using React, React-Redux, Express.js, ScraperBee, and Tailwind CSS

Shop of the Gull | **Solo Developer** | June 2023 | [Link to Project](#)
- Engineered an eCommerce project designed to pull data from an API, display it in an eCommerce environment, and allow users to edit the products in their cart as they see fit
- Created using Javascript, React, and Tailwind CSS

EXPERIENCE

Frontend Software Engineer - Part-Time | **ShermanSamuels**| Remote   June 2023 - Present
- Executing creation of a large number of React components and features for the frontend of a new app in development
- Ensuring quality of code is maintained as features are built using Javascript, React, Git, Node.js, and Tailwind CSS

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 | **Medicx 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

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