Justin Siegel

Software Engineer

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TECHNICAL SKILLS

Proficient: *Javascript, Typescript, React/Redux, Node.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

Typescript Quiz | **Solo Developer** | June 2023 | [Link to Project](#)
- A simple quiz app that pulls data from a quiz API and works through a series of 10 questions, accumulating a score as the user selects correct answers
- Created using Typescript and React

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 | **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

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