


Mike Guggenbuehl

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About Me

I started my career working in the marketing/advertising industry with clients including: Walmart, Target, St. Jude's Children's Hospital, and Hotwire. In the fall of 2019 I decided to make a career change and dove head first into learning Web Development. My learning has consisted of bootcamps through Udemy and FreeCodeCamp as well as creating my own personal projects. With digital marketing experience for Fortune 100 companies and web development skills, I can help your team build better products that achieve your business goals.

Skills

Web Development



I build web applications using React, Javascript, HTML, and CSS/SCSS.

UI/UX Design



I design user focused layouts that maximize usability, accessibility, and responsiveness.

Digital Marketing



I have managed award winning advertising campaigns for Walmart, Target, and Hotwire.com.

Music Production



I have produced, mixed, and mastered albums that have been streamed over 20 million times online.

Languages

- HTML
- CSS/SCSS
- Javascript/JSX

Frameworks

- React
- Bootstrap

Version Control

- Git
- Github

Design

- Photoshop
- InDesign

Video

- Premiere
- After Effects

Advertising

- FB Ads Manager
- Google Adwords
- Mailchimp

Projects

Weather Forecast

Check the current/upcoming weather

Features

- React Framework
- Responsive Design
- REST API integrations
- React Player integration
- Clean, refactored code

Tech Stack

- React
- JS, HTML, and CSS
- Sass/SCSS
- Geocode API
- ClimateCell API

Stock Info

Get information on publicly traded companies

Features

- React Framework
- Responsive Design
- REST API integrations
- Dark Mode integration
- Widget Integrations

Tech Stack

- React
- JS, HTML, and CSS
- Sass/SCSS
- Finnhub API
- News API

Neon Trivia

Play trivia, with a neon theme

Features

- React Framework
- Responsive Design
- REST API integrations
- Modular code
- CORS Anywhere

Tech Stack

- React
- JS, HTML, and CSS
- Sass/SCSS
- jService API

Experience

Media Planner | Fallon | August 2018 - July 2019

- Led The Hotwire Effect Series partnership between Hotwire and DraftKings which featured a custom sponsored game on the DraftKings website and app. Managed project timelines, reviewed assets to ensure app followed brand guidelines, and guided communications with legal teams to establish proper Terms and Conditions protocols
- Managed communication with clients, vendors, creative agencies, and internal partners
- Developed, presented, executed, and optimized media plans across TV, Digital, Social, OOH, and Radio mediums
- Maintained campaign flowcharts, budget summaries, and reporting data

Media Planner | Haworth Marketing + Media | May 2017 - July 2018

- Planned, executed, and optimized media plans of \$100M+ across TV, Digital Video, Radio, and Audio Streaming mediums
- Led internal media measurement initiatives, including: verifying measurement methodology, identifying KPIs, building metadata databases, and ensuring data integrity
- Managed growth and development of assistant planners
- Researched latest trends in the media industry and provided POVs to clients

Assistant Media Planner | GroupM | June 2016 - May 2017

- Coordinated weekly deliverables including: status reports, campaign overviews, competitive reports, flowcharts, and budget summaries
- Oversaw trafficking of campaign creative to ensure assets were shipped and received before deadlines
- Evaluated media partners to determine relevancy to target audience profile

Education — University of Minnesota - Twin Cities — Major: Marketing