Mike Guggenbuehl

Web Developer / Marketer / Music Producer

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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
- ClimaCell 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

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

Drum Pad
Virtual emulation of the MPD218 drum machine

Features
- React Framework
- Responsive Design
- CSSinJS

Tech Stack
- React
- Javascript
- HTML
- CSS

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 and 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

Marketing and Data Intern | Thomson Reuters | June 2016 - May 2017
- Wrote copy and designed elements for email marketing campaigns and tracked and analyzed performance
- Updated website content through content management system (Wordpress)
- Managed social media channels including developing strategy, producing paid and organic posts, and tracking user growth and interaction

About Me

I cut my teeth working in the marketing/advertising industry with clients including: Walmart, Target, St. Jude's Children's Hospital, and Culligan Water. 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.

Outside of my professional career I am also an accomplished music producer with over 20M streams online and having toured nationally. Through this I have gained additional skills beyond music including graphic design, video editing, social media, and event planning.

Skills

Languages: HTML, CSS, Javascript, JSX, SCSS
Frameworks: React, Bootstrap
Version Control: Git, Github
CMS: Wordpress
Design: Photoshop, InDesign
Video: Premiere, After Effects
Advertising: Facebook Ads Manager, Google Adwords, Mailchimp

Certifications

FreeCodeCamp
- Responsive Web Design Certification
- Front End Libraries Certification

Udemy
- The Complete Web Developer in 2020: Zero to Mastery Certification

Education

University of Minnesota - Twin Cities

Major: Business and Marketing
Minor: Digital Media Studies
GPA: 3.6