

# Mike Guggenbuehl

Web Developer / Marketer / Musician

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## Projects

View my portfolio here: [mikeguggenbuehl.com](http://mikeguggenbuehl.com)

### Weather Forecast

I built this web application to load the weather forecast based on a user's input and load a background that matches the current weather. Through this project I improved my skills in creating a user focused UI by handling my input to search both by zip code and city name and storing recent searches.

### Stock Info

I built the Stock Info web app as a way to search information on publically traded companies. This project taught me the ins and outs of calling a RESTful API and using JSON data. It features responsive design, dynamic API data, and widget integrations. To enhance the user experience I created an option to turn on dark mode.

### Drum Pad

Combining my passions for music and coding, I built a virtual emulation of the MPD218 drum machine. This project allowed me to master the CSS grid and some new DOM references (I used the volume reference to mix the drum volumes).

## Skills

**Languages:** HTML, CSS, Javascript, JSX, SCSS | **Frameworks:** React, Bootstrap, Redux

**Version Control:** Git, Github | **Design:** Photoshop, InDesign

**Video:** Premiere, After Effects | **Audio:** FL Studio, Izotope Mastering Suite

**Advertising:** Facebook Ads Manager, Google Adwords, Mailchimp

## Experience

### Media Planner | Fallon | Aug 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 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 - Jul 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 | Jun 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

## About Me

I cut my teeth working in the marketing/advertising industry for fortune 100 companies including Walmart and Target as well as mid-size companies including Hotwire.com, Culligan Water, and St Jude's Childrens Hospital. In the fall of 2019 decided to make a career change and dove head first into learning Web Development. My learning has consisted classes on Udemy, FreeCodeCamp and creating 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.

Some of my other passions include food, travel, and sports (go pack go!).

## Certifications

### FreeCodeCamp

- Responsive Web Design Certification
- Front End Libraries Certification

### Udemy

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

### Google

- Ads - Measurement (ID: 43499947)
- Ads - Video (ID: 43430189)
- Ads - Display (ID: 43428833)
- Ads - Search (ID: 43426987)

## Education

University of Minnesota - Twin Cities

**Major:** Business and Marketing

**Minor:** Digital Media Studies

**GPA:** 3.6