Software engineer with deep marketing domain knowledge, specializing in customer data platforms and revenue-driving technical solutions.

Jesse Nguyen

Software Engineer

- Fort Wayne, IN
- (616) 648-5161
- jesse@jessecodes.com
- https://jessecodes.com

Profiles

- nguyenjessev
- nguyenjessev

Skills

Programming Languages

Go, JavaScript, CSS, HTML, Svelte, Ruby on Rails, React, node.js

Engineering

GitHub, Object-oriented Programming, Functional Programming, SQL, MongoDB, Data Structures/Algorithms, Testing, Containerization, Jira

Marketing

Email, Automation, Design, Copywriting, Social Media, Campaign Management

Interests

Bouldering   Cycling

Table Tennis   Gaming

World   Food
Cultures

Experience

Sweetwater Sound   August 2024 – July 2025
Software Engineer   Fort Wayne, IN

- Architected and maintained Go-based microservices supporting a customer data platform (CDP) that processes millions of user and product attributes weekly, enabling targeted email marketing campaigns to reach 9M+ users
- Delivered $9MM in attributed revenue (+24% YoY) and drove 20% audience growth through high-performance data ingestion pipelines that transform and export 900K+ customer attributes daily
- Built real-time "Item Alerts" campaign infrastructure using distributed systems and pub/sub messaging, generating $2.5MM of incremental revenue from 377K automated notifications for price drops, promotions, and restocking events
- Optimized distributed microservices architecture handling 1MM+ daily requests (400+ req/s peak) with sub-second latency, supporting real-time customer data exports and inventory synchronization
- Implemented scalable pub/sub messaging systems that process 56K new alerts daily

Sweetwater Sound   March 2022 – August 2024
Email & On-site Marketing Specialist   Fort Wayne, IN

- Owned end-to-end email marketing program for 9MM+ customers, designing and executing daily campaigns through Blueshift platform that drove multi-million dollar revenue growth
- Built automated marketing workflows and AI-powered campaign optimization strategies, leveraging technical expertise to align email performance with broader business objectives
- Led cross-functional collaboration across email, web, and social media teams to orchestrate integrated multi-channel campaigns, ensuring consistent messaging and maximum reach
- Developed custom applications and automated workflows that streamlined team operations for giveaway management, website asset creation, and campaign deployment processes
- Established scalable email marketing infrastructure and processes that supported daily campaign execution while maintaining high deliverability and engagement rates