Versatile professional with a unique blend of engineering, marketing, and sales skills.

Jesse Nguyen
Software Engineer

- Fort Wayne, IN
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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 Cultures	Food

Experience

Sweetwater Sound   August 2024 – July 2025
Software Engineer

- Developed and maintained microservices in Go to support customer data platform (CDP) operations, processing user and product attributes for email marketing campaigns reaching millions of users weekly
- Engineered data ingestion pipelines that transformed and exported customer data to Blueshift email marketing platform, supporting email programs that generated $9MM in attributed revenue in June 2025 with 20% YoY growth
- Designed and implemented "Item Alerts" campaign infrastructure, creating automated workflows that notify customers about price decreases, new promotions, demo item availability, and restocking events in real time

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

- Planned, designed, and built emails as part of Sweetwater's email marketing program
- Built and deployed automations to dynamically serve content to millions of customers daily
- Developed apps to streamline internal processes
- Worked with other marketing channels to successfully launch sales, giveaways, and other marketing efforts

Projects

Item Alerts   2025

Developed an automated customer notification system using Go-based microservices that processed real-time product events (price changes, promotions, restocking) to trigger personalized email campaigns for millions of users. Engineered event-driven workers and data pipelines integrated with Blueshift marketing platform, contributing to 20% year-over-year growth.

Go, Marketing, Automation

Giveaway Management App   2023

We needed an easy way to pick a winner out of giveaway entrants in a new lead collection app, allowing the user to filter out ineligible entries and to pick a winner. I built a SvelteKit app that processes the entrants, automatically filters out duplicate entries and entries from ineligible geographical regions, and also provides additional controls to allow filtering of other specific values. The app allows the user to randomly select a winner, returning the winner's metadata, such as customer name, email address, entry location, etc.

HTML, JavaScript, CSS, Svelte