Jesse Nguyen

Software Engineer

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Summary

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

Experience

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

- 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 9MM+ 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
Email & On-site Marketing Specialist
Fort Wayne, IN
March 2022 – August 2024

- 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
- Developed website landing pages for promotional campaigns, giveaways, and sales, as well as responsive frontend components ("Candy Cards") translating complex graphic designs into constrained, mobile-optimized web elements that seamlessly integrated with product listing pages
- Led cross-functional collaboration across email, web, and social media teams to orchestrate integrated multi-channel campaigns, ensuring consistent messaging and maximum reach across all digital touchpoints
- Created custom applications and automated workflows that streamlined team operations for giveaway management, website asset creation, and campaign deployment processes

Skills

Programming Languages	Engineering	Marketing
Go, JavaScript, CSS, HTML, Svelte, Ruby on Rails, React, node.js	GitHub, SQL, Testing, Containerization, Jira, Distributed Systems, Microservices, Agile Methodology	Email, Automation, Design, Copywriting, Social Media, Campaign Management

Education

Grand Rapids Community College
Associate's, Recording Technology

- Developed comprehensive expertise in professional audio equipment operation, including specialized microphones, advanced mixing consoles, and MIDI controllers for multi-track recording environments

- Applied advanced signal processing concepts including equalization, compression, reverb, and effects routing to achieve professional-quality audio productions

- Completed extensive hands-on training in acoustics principles, studio design, and sound isolation techniques for optimal recording environments

- Executed numerous independent recording projects spanning multiple genres, demonstrating creative problem-solving and technical proficiency in challenging audio scenarios

- Collaborated with local musicians and bands to produce high-quality recordings, managing projects from initial concept through final master delivery

- Developed critical listening skills and learned industry-standard practices for audio post-production and quality control

- Studied music theory and arrangement principles to enhance technical recording skills with musical understanding

Michigan State University
Coursework, Computer Science

- Completed comprehensive foundational engineering coursework including mathematics, physics, and chemistry prerequisites essential for technical disciplines

- Mastered core undergraduate programming curriculum covering object-oriented programming, data structures, algorithms, and software development methodologies

- Led independent sustainability research initiative analyzing campus resource consumption patterns and environmental impact metrics

- Developed detailed implementation proposals for university-wide infrastructure improvements, including cost-benefit analyses for LED lighting conversions and low-flow plumbing fixture installations projected to save millions in energy costs

- Conceptualized and designed comprehensive student portal redesign featuring streamlined navigation, integrated academic planning tools, and enhanced communication capabilities

- Presented research findings and design proposals to university Engineering department leadership

Volunteering

The Odin Project
Community Mentor

I pursued The Odin Project, a comprehensive full-stack web development curriculum that emphasizes hands-on learning and real-world application. During my studies, I became an active mentor within The Odin Project's online community, dedicating significant time to helping junior developers troubleshoot technical challenges and expand their programming skills. Through consistent, patient guidance and clear technical explanations, I built a reputation as a reliable resource for novice programmers navigating complex development concepts. This experience strengthened my ability to communicate technical ideas clearly, break down complex problems into manageable steps, and collaborate effectively with developers at various skill levels, skills that translate directly to pair programming, code reviews, and team mentoring in professional environments.

Interests

Bouldering	**Guitar**	**Cycling**
Food	**Gaming**	**World Cultures**