Jesse Nguyen

Software Engineer

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Summary

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

Experience

Steel Dynamics
Software Programmer/Analyst
October 2025 – Present

- Develop performant front-end Vue components supporting steel mill operations across the country
- Improve and maintain C#/.NET applications supporting over $10bn annualy in commodity hedging transactions

Sweetwater Sound
Software Engineer
August 2024 – July 2025

- Architected Go-based microservices processing millions of user and product attributes weekly
- Generated $9MM in attributed revenue (+24% YoY) and drove 20% audience growth
- Built real-time "Item Alerts" infrastructure using distributed systems, generating $2.5MM of incremental revenue
- Optimized distributed microservices handling 1MM+ daily requests (400+ req/s peak) with sub-second latency
- Implemented scalable pub/sub messaging systems that process 56K new alerts daily

Sweetwater Sound
Email & On-site Marketing Specialist
March 2022 – August 2024

- Owned end-to-end email marketing program for 9MM+ customers, driving multi-million dollar revenue growth
- Built automated marketing workflows and AI-powered campaign optimization strategies
- Developed pages for promotional campaigns, giveaways, and sales, as well as responsive frontend components
- Led cross-functional collaboration across email, web, and social media teams
- Created custom applications and automated workflows that streamlined team operations

Sweetwater Sound
Inventory Replenisher
December 2020 – March 2022

- Managed and maintained inventory levels for a catalog of tens of thousands of items
- Made strategic decisions about reorder quantities and frequency
- Maintained positive relationships with over 100 vendor partners
- Worked alongside sales to address customer order concerns such as special orders and shipping expectations

Skills

Programming Languages

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

Engineering

GitHub, SQL, Testing, Containerization, Jira, Microservices, Agile Methodology

Marketing

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 EQ, compression, reverb, and effects routing to achieve professional 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, demonstrating creative problem-solving and technical proficiency in challenging audio scenarios

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

Michigan State University
Coursework, Computer Science

- Completed comprehensive foundational engineering coursework including math, physics, and chemistry prerequisites 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 student portal redesign featuring streamlined navigation and enhanced communication capabilities

Projects

Liquor Locker

A full-stack web application using a React frontend and a Go backend. Allows the user to track the inventory of their home bar, including bottles, mixers, fresh ingredients, and more. Connects to OpenAI-compatible LLM APIs and allows the user to generate AI-powered cocktail recommendations based on their available inventory, utilizing LLM tool-calling and structured responses.

Go, React, SQLite, OpenAI, API, Docker

https://github.com/nguyenjessev/liquor-locker

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

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.