



Jesse Nguyen

Software Engineer

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Profiles

nguyenjessev
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Skills

Programming Languages

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

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

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

Experience

Sweetwater Sound August 2024 – Present
Software Engineer

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

Sweetwater Sound December 2020 – March 2022
Inventory Replenisher Fort Wayne, IN

- 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

Sweetwater Sound November 2019 – December 2020
Pricing Analyst Fort Wayne, IN

- Analyzed market pricing trends to drive Sweetwater's pricing strategy
- Developed and delivered reports to Sweetwater's team of merchandising buyers to keep them informed of their competitors
- Managed the import and updating of new pricing for Sweetwater's entire product catalog

Sweetwater Sound July 2019 – November 2019
Sales Engineer Fort Wayne, IN

- Managed a personal database of over 1,000 customers
- Made up to 100 outbound phone calls per day to current/former customers to build and maintain relationships
- Used professional sales experience and specialized product knowledge to guide customers to informed purchases

Education

Grand Rapids Community College

Recording Technology

- Gained knowledge of specialty equipment including microphones, mixing consoles, and MIDI controllers to record, mix, and master music
- Strong emphasis on independent projects and experimentation

Michigan State University

Computer Science Coursework

- Completed core engineering prerequisites and undergraduate programming courses
- Researched and proposed ways for the university to minimize their environmental impact by changing out plumbing and lighting fixtures for energy-efficient alternatives
- Designed and proposed an updated student portal with enhanced features to improve usability

Projects

Giveaway Management App

2023

Sweetwater had recently begun using a new lead generation app that did not have built-in giveaway functionality. We needed an easy way to load a CSV of all entries, allow the user to filter out entries, and to pick a winner. I built a SvelteKit app that accepts a CSV file, automatically filters out duplicate entries and entries from ineligible geographical regions, and then also provides additional controls to the user to allow them to filter out specific values from specific columns of their choosing. The app will then select a random entry from the CSV and return the entry's metadata, such as customer name, email address, entry location, etc.

HTML, JavaScript, CSS, Svelte

Blueshift Enhancement Suite

January 2024 – Present

<https://github.com/nguyenjessev/blueshift-enhancement-suite>

Sweetwater uses Blueshift as its email automation platform. There are some UI bugs and additional features that our team desired but that Blueshift would/could not implement. I built a browser extension to fix some of the UI bugs as well as extend the functionality of Blueshift's website to provide our team with helpful features such as viewing underlying recommendation scheme data directly in the email template editor and estimating an email's HTML filesize directly in the editor.

HTML, JavaScript, CSS, Web Extensions