

Dallas Ng

ngdallas1@gmail.com · github.com/dallas-ng · dallasng.me

Education

Nanyang Technological University

Degree in Computer Science

Singapore

2023 - 2027

Nanyang Polytechnic

Diploma in Business Informatics

Singapore

2019 - 2021

Work Experience

Embed Global & EFGH | Tech & Growth

Aug 2024 - Present

CoinMarketCap | Software Engineer

Mar 2024 - Aug 2024

React, Java, Python, SQL, MongoDB

- Led and executed full-stack SEO development, collaborating with product managers, SEO teams, and technical departments to implement key features
- Developed a SEO management system handling over 10 million pages, allowing custom metadata and fine-tuned adjustments of single pages to determined categories
- Rebuilt HTML Sitemap to enhance backlink quality and global components to improve on-page SEO metrics such as load speed and keyword density, including translation and localization for 38 languages

The SEO Copilot | Software Engineer

Aug 2023 - Jan 2024

Next.js, Django, AWS, GAI, GSC, GCP

- Engineered core services and automation tools to boost client SEO metrics, optimise indexing, and sitemap health, improving both on-page/off-page strategies for over 2900 domains
- Developed a pipeline to identify clients ranking keyword cluster into a multi-layer blog from YouTube videos, boosting niche ranking and driving organic search growth

WorkClass | Founding Engineer & Lead Engineer

Aug 2020 - Sep 2021

React, React Native, Django, AWS, Docker, Firebase, SQL, Agile, Scrum

- Engineer #1 and technical lead for all WorkClass, pioneered development for WorkClass services
- Responsible for SEO, outranking competitors on page 1, grew organic traffic from 0 to 50,000 clicks per month, increased click through rate by 63%, page views by 200% and indexed organic keywords by 305%
- Developed platform monetisation strategies and sales tools, created adsense strategies which produces 10% of total revenue every month
- Scaled technical architecture for 10 different services, to support 100k users, ranging from mobile apps, web apps and backend operations

RSM Stone Forest IT | Software Engineer Intern

Mar 2020 - Aug 2020

ASP.NET, .NET, .NET Core, MVC, C#, SQL, TFS

- Developed a new client on-boarding system that allows for more customisable procedural form filling, checking for customers' political risk and investment conflict of interest
- Developed an individual tax system that handles tax computations and XML submissions to IRAS, reduced tax computation errors by building test cases

Clickr Media | Front End Engineer

Aug 2019 - Jul 2020

HTML, CSS, Javascript, PHP

- Executed frontend development with rapid iteration cycles for major clients like DBS, DHL, ExtraSpaceAsia, and Blackmores

Hard Skills

Languages: *Javascript, Typescript, Python, Java, C, C#, jQuery, HTML, CSS, SASS*
Technologies: *React, React Native, Spring, Angular, Node, Flask, Django, WPF, ASP.NET*
Docker, AWS, Azure, Nginx, TFS, Git, GCP, SQL, GraphQL

Projects

NTUMods *Next.js, Python*

Website

A timetable planner for NTU students (over 1500 unique users - 0 marketing effort, built in 2 weeks)