

Resume

BASIC INFORMATION

Name: Liu Chengqing	Gender: Male Nationality: Singaporean
Date of Birth: 07 April 1969	
Address: 40 Futura Avenue, Richmond Hill, ON L4S 1S8	
Telephone: 416 948 2542	
E-mail: john69888@gmail.com	

EDUCATION

Sep1992-Feb1995	Master of Engineering, Shanghai JiaoTong University, China
Sep1988-July1992	Bachelor of Engineering, Shanghai JiaoTong University, China

WORK EXPERIENCE

Sep 2018 ~ Feb 2021 Hewlett Packard Enterprise (HPE)

Designation: Senior Software Engineer(Artificial Intelligence)

Responsibility:

- Research on object detection with AI toolboxes to automatically differentiate the good parts and bad parts and trigger alarm for the bad parts; Build a demo system.
- Application of Data Science and Machine Learning
 - Data Pre-Process, data Cleaning
 - Data Analysis
 - Create Machine Learning algorithms in Python, using NumPy, statsmodels and scikit-learn
 - Data Prediction
 - Data Visualization
- NLP (Natural Language Processing)
 - Utilize Regular Expressions for pattern searching in text
 - Stemming and Lemmatization
 - Use Part of Speech Tagging to automatically process raw text files
 - Use SciKit-Learn for Text Classification
 - Use Latent Dirichlet Allocation for Topic Modelling

Sep 2014 ~ Aug 2018 Transplanet (Intl.) Pte Ltd

(OTA, Online Travel Agent)

Designation: IT Manager

Responsibility:

- Lead the IT department. Responsible for the setup of the server, monitor the server up rate and solve the problems if any.
- Discuss the software structure of website, test the website and feedback any problems to designers.
- Discuss structure of the mobile apps, monitor the up rate of the mobile apps, test the mobile apps and feedback any problems to designers.

- The company wants to be Singapore e-visa agent for international travellers (Especially travellers from China).
- Help to get travel agent status for the company (contact with tourist board etc).
- Build website and try to get traffic (visitors) who wants to get Singapore e-Visa (SEO, SEM, Facebook marketing etc).
- Contact the Singapore immigration & checkpoints authority to try to get be authorised e-Visa agent.

Apr 2010 ~ Aug 2014 Intraoromote LLC

(A Forrester Top 20 Search Specialist Agency)

Designation: Digital Marketing Specialist

Responsibility:

- Complete Keywords research for 22 Four Seasons hotel properties in Asia Pacific.
- Meeting with clients to understand their business goals.
- On-Page optimization(Including title, description and body text optimization).
- Cooperate with other vendors of Four Seasons(like Press Release Agency).
- Analyse performance of Four Seasons websites on Omniture result and fine tune the website.
- Use other web analysis tools(such as Open Site Explorer for Link Analysis, Rank Tracking, Keyword Analysis, On-Page Analysis tools) in SEOMOZ to audit the websites.
- Baidu SEO for all the Four Seasons Chinese websites.
- Work with social media specialist to answer queries.

Aug 2003 ~ Mar 2010 Trans Planet Pte. Ltd.

(Online Hotel Booking company, top partner company of Travelocity.com)

Designation: IT Manager & E-Marketing Manager

Responsibility:

- Lead the IT departments, responsible for the server set up, monitor server up rate and solve the problems if any.
- Discuss the software structure of the website with designers and test the website.
- Lead the SEO keywords search. Carefully select keywords from google keyword suggestions tools, wordtracker and log files etc. Observe the performance of the key-words and fine tune the keywords to improve the conversion rate.
- Drive business through developing and executing successful marketing campaigns like display campaign etc.
- Responsible for the SEM/PPC for the company websites.
- Design and use mailing list software.
- Modify and Implement HTML, Javascript, CSS code changes for SEO purposes.
- Work with the contents team to create search engine friendly travel guides.
- Responsible for brand development & online marketing for this online hotel booking company.

- Identify and link exchange with valuable websites and also make sure the link anchor text to be natural, diverse, keywords included and search engine friendly.
- Intensive people search behavioral data analysis.
- worked closely with Southeast Asia online travel guru Zuji. (Travelocity acquired Zuji).
- Start social media marketing for the company website.
- Responsible for the iphone app marketing.
- Involve the mobile application development (iphone application) and responsible the marketing of the mobile application.
- Responsible for the IT support, set up LAN and troubleshooting LAN problems for the company.

Achievements:

- Approximately 5,000 USD spent per month on Google Ads and the returns are about 28,000 USD per month.
- Over one hundred popular travel destination cities guides produced: City overview, attractions and key activities, clothing for climate, eateries, accommodation, culture.

Sep 1999 ~ Jul 2003 Applied Materials South East Asia

Designation: Software Engineer

Responsibility:

- Debug and fix bugs with source codes(C++)
- Lead a small team of engineers, hold weekly meeting and report the problems
- Field support clients like Charter, Tech etc. to solve the machine software problems
- Escalate big software issues to USA development team. Create SSR(software support request) to USA development team). Track SSR to ensure the problems were solved.
- Collaborate with the local management team and USA development Team to ensure normal running status of the machines.
- Share and tutor the clients on software prospective. Take part in the business development activities.

Feb 1998 ~ Aug 1999 National University of Singapore

Designation: Research Engineer

Responsibility:

- Designed an theory of virtual obstacle concept for local-minimum recovery in potential field
- Designed an algorithm for robot algorithm to navigate from start point to end point
- Really did the robot experiment, and the robot can go from the starting point to end point, at the same time, the robot can automatically avoid the obstacles. The users can change the obstacles and change the start, end point. Always can be successfully reach the end point.

Mar 1995 ~ Jan 1998 Shanghai JiaoTong University

Designation: Lecturer

Responsibility:

- Taught the course of “Robotics Programming Language” for postgraduate students.
- Involved in research projects(such as monitoring system of assembly lines with robotics).