

# Joyce (Xiaoxia) Ding

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## Summary

- An experienced account director and full-stack developer with a strong background in market research, project management, client relationship management, and digital transformation. Experienced at collaborating with technical and business experts to drive strategic initiatives.
- Experience developing AI applications using PyTorch, Flask framework, and models of Transformer and GPT2 for tasks like answer extraction, sentiment prediction, and word prediction. Skilled in retraining MS models using C# with Visual Studio.
- Extensive experience in creating and optimizing engaging and relevant content for digital platforms, including websites, blogs, and social media.
- A community-focused leader with nearly a decade of experience in sustainable community building, integrating sustainable practices into business initiatives, and promoting energy efficiency.

## Skills

- **Agile Methodologies** Agile, Scrum, Kanban
- **Website builder & analytic** WordPress, SEO
- **Programming Language** Java, Kotlin C#, Python, C/C++ (data structures and algorithms), Java-Script, HTML, CSS/SCSS
- **Technologies & Frameworks** .NET, Entity Framework, React.js, React Native, JQuery, Node.js, Serverless, Flask, Maven, Bootstrap, Material UI, PyTorch, Flask
- **Collaboration Tools** Jira, Trello, Wrike, Notion
- **Windows administration** Windows OS (10 and above), MS Office Suite, MS Tools Suite
- **Data Analysis and Visualization** SQL, R, Tableau, Excel
- **Software Architectures** Model-view-Controller (MVC), Model-View-ViewModel(MVVM), REST API
- **Version Control, IDE & Tools** Git/GitHub, VS Code, Visual Studio Code, IntelliJ, Clion, Android Studio, SQL Server Management Studio, DataGrid, Postman.
- **Cloud technologies** Azure, GCP
- **Documentation** Google Docs, draw.io, UML, Visio
- **AI & ML** Hugging face Transformer, Microsoft ML Model
- **Graphic design & video editing** Photoshop, Adobe Premiere, Figma

## Work Experience

### **Mobile Application: Co-shop**

**April 2024 to Present**

Entrepreneur Project

- Conducted a comprehensive research initiative under the Mitacs accelerate entrepreneur project, focusing on developing digital tools to manage food costs and reduce food waste.
- Collaborated with cross-functional teams, including academic mentors, incubators, Mitacs team, and industry partners, to ensure alignment and integration of research efforts to develop and execute data-driven strategies to address complex research questions.

- Designed Business proposal, wireframes, flow chart, and user survey for the project.

### **Ducking Stools agency**

**May 2024 to Present**

Business Analyst

- Conducted market research and analysis to develop a business case for a sustainable tiny house project.

### **Website: Nova Scotia Women Hub**

**April 2024 to Present**

Entrepreneur WordPress Project

- Collaborated with team member to self-teach WordPress website builder and design a unified platform for women's development in male-dominated industries. Researched security requirement, performance optimization, functionalities and content for the websites, including a resource hub and a marketplace for engaging and procuring services from women professionals.

### **NSCC Blackbird SPR Project | Halifax, NS**

**April 2023 to May 2023**

System Operator

- Developed a Student Progress Record web application using ASP.NET MVVM architecture and C# within a 10-person Scrum team.
- Served as the System Operator to establish and oversee Github workflows, manage pull requests and merge conflicts, and mentor team members on collaborative coding practices.

### **Two Cherries Consulting | China**

**July 2018 to May 2021**

Self-employed

- Provided consultancy services focusing on digital transformation and strategic marketing. Created and implemented digital marketing strategies, fostering key relationships with influencers including celebrity stylists and fashion bloggers. Resulted in clients' fashion items featured in 3 top TV shows, reaching over 10 celebrities.
- Utilized Baidu and 360 search engine advertising to boost website traffic and generate leads, resulting in \$64,000 in sales income within two months.

### **Guangzhou Laukai River Conservation (NGO), China**

**January 2016 to June 2018**

Marketing and Communication Manager

- Developed communication plans to promote the organization's mission, programs, and events. Coordinated outreach programs and workshops, resulting in 200 registered volunteers and 1,500 social media (WeChat) followers.
- Executed the Laukai River Drift project, using six DIY boats made from collected plastic bottles to raise awareness about river pollution, securing 20 media coverages across print, online, and television platforms.

### **Weber Shandwick, IPG Group | China**

**May 2010 to April 2014**

Account Director

- Conducted market research and analysis to identify user needs and develop targeted strategies. Resulted in winning major clients TCL, Airmate, and Digu through creative ideation and strategic collaboration.

- Managed a 10-member team to deliver top-tier public relations services, emphasizing quality control and stakeholder communication. Led the Ultimate Airmate Bicycle Contest project and Airmate Virus Video competition, which includes building user-centered websites, mobile applications, and event execution to promote energy efficiency through cycling, resulting in 100+ positive national coverages, engaged 300,000 user, and 3 prestigious branding awards from international and national media.

## **Burson-Marsteller, WPP Group | China**

**July 2005 to September 2008**

Associate

- Designed and developed websites for the TCL 100 Families competition, which generated over 800 blogs, 10,000 tweets, with 80,000 interactions.
- Drafted various content types for tech clients like Intel, HP, SAP, 3LCD, TCL, and LG Mobile, aligning with brand messaging and SEO standards. Resulted in 6 client products winning media awards.
- Provided crisis training to C-suite spokespersons. Briefed C-Suite spokespersons to prepare media interviews.

## **Education**

### **Diploma in IT Programming**

**Graduated: June 2024**

Nova Scotia Community College

### **Bachelor's in Construction Management**

**Graduated 2002**

Chongqing University

## **Volunteer Activities**

### **Atlantic Toastmaster SMU | Halifax, NS**

**May 2024 to Present**

Sergeant at Arms

- Facilitate meetings by managing supplies to ensure successful events.

### **itjobfair.ca NSCC | Halifax, NS**

**November 2022 to March 2023**

Tech Team Help Desk

- Prepared instructional materials and support 40 industry members to set up individual team channels.

## **Awards and Certifications**

- Google Data Analytic Certificate, Coursera and Google August 2022
- First Place - NSCC Challenge Nova Scotia November 2023  
(As Project Manager and Team lead)
- Interbrand Best China Brands, PRWeek Honourable Mention 2013

## **Language**

- English IELTS 7.0 | Native Mandarin and Cantonese | French learner