

Joyce (Xiaoxia) Ding

Halifax, NS B3L 3B6 | (902)412-7279 | joyceding007@gmail.com | [LinkedIn](#)

Summary

- Full-stack developer with a passion for developing web applications, creating productivity tools, and e-commerce applications, and a strong background in content creating, data analysis, market research, project management, client relationship management, and digital transformation.
- Proficient in Windows OS 10 and Microsoft Office Suite with expert level in Excel, Word, and PowerPoint.
- Award-winning project manager with a 15-year track record of delivering success. Highly skilled in using documentation to plan and monitor projects, effectively communicating with stakeholders.

Skills

- **Website builder & analytic** WordPress, Shopify, Weebly, SEO
- **Windows administration** Windows OS (10 and above), MS Office Suite, MS Tools Suite
- **Programming Language** HTML, CSS/SCSS, JavaScript, PHP, C#, Python, Java, Kotlin, C/C++ ,
- **Technologies & Frameworks** React.js, React Native, JQuery, Node.js, Serverless, Flask, Maven, Bootstrap, Material UI, PyTorch, Flask, .NET, Entity Framework,
- **Data Analysis and Visualization** SQL, R, Tableau

Work Experience

Autoflow Technology Inc.

April 2024 to Present

Start up | Founder | Mitacs award

- Conducted a comprehensive research initiative under the Mitacs accelerate entrepreneur project, focusing on developing digital tools to manage food costs and reduce food waste.
- Worked with four team members to develop MVP of the product using ReactJS, NextJS, MongoDB, AWS.

WordPress Website: Nova Scotia Women Hub

April 2024 to Present

Initiator | Project Lead

- 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-suit spokespersons. Briefed C-Suit spokespersons to prepare media interviews.

Education**Diploma in IT Programming with Honours****Graduated: June 2024**

Nova Scotia Community College

Volunteer Activities

Seniors' College Association of Nova Scotia

July 2024 to Present

Website upgrade and Database Lead

- Static display website upgrade to membership website with courses register functionality.
- Database solutions for course registration to improve efficiency.

Toastmasters | Halifax, NS

May 2024 to Present

Area Director

- Conducted club visits to understand and documentation tools and reports to evaluate the performance of clubs and support club development in District 45.

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