

Joyce (Xiaoxia) Ding

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Summary

- Full stack developer with full range expertise in developing websites and mobile applications, including front-end and back-end development, database design, cloud computing, and project management.
- 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.
- A sophisticated account director with extensive experience in market research and analysis, collaborating with technical and business experts, managing client relationships, identifying and resolving issues, defining processes, solving problems, and building strategic cooperation among stakeholders.
- 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 as an initiator, organizer, and activist in building one of the most successful autonomous communities in China, committed to sustainability and community building. Experience integrating sustainable practices into business initiatives, promoting energy efficiency, operating integrated farming, and transforming containers into highly rated Airbnb accommodation.

Skills

- **Programming Language** Java (Object-Oriented Design), Kotlin C#, Python, C/C++ (data structures and algorithms), Java-Script, SQL, 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** Trello, Wrike
- **Agile Methodologies** Agile, Scrum, Kanban
- **Software Architectures** Model-view-Controller (MVC), Model-View-ViewModel(MVVM), REST API
- **Data Visualization** R, Tableau, Excel
- **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
- **MS Office apps** Word, Outlook, Excel, and PowerPoint, Teams
- **Documentation** Google Docs, draw.io, UML, Visio
- **AI & ML** Hugging face Transformer, Microsoft ML Model
- **Website builder & analytic** WordPress, SEO
- **Graphic design & video editing** Photoshop, Adobe Premiere, Figma

Work Experience

Website: Nova Scotia Women Hub

April 2024 to Present

Self-Initiated Entrepreneur Project

- Created a unified platform for women's development in male-dominated industries at national and provincial levels. Includes 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. Established GitHub workflow, managing pull requests, merge conflicts, and assisting with GitHub issues.

Two Cherries Consulting | China

July 2018 to May 2021

Self-employed

Weber Shandwick, IPG Group | China

May 2010 to April 2014

Account Director

Burson-Marsteller, WPP Group | China

July 2005 to September.2008

Associate

- 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.
- Conducted market research and analysis to identify pitch opportunities and secure media coverage across print, broadcast, and digital platforms. 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, promoting energy efficiency through cycling, resulting in 100+ positive national coverages and 3 prestigious branding awards from international and national media.
- Designed and developed websites for the TCL 100 Families competition, Airmate Virus Video competition, and mobile games for the Airmate Power Competition with digital partners, which generated over 800 blogs, 10,000 tweets, with 80,000 interactions, and engaged 300,000 users.
- 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.
- Developed and implemented crisis communication plans to protect and manage client reputations. Provided crisis training to C-suit spokespersons. Briefed C-Suit spokespersons to prepare media interviews.

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.
- As project leader, 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.

Education

Diploma in IT Programming

Nova Scotia Community College

Graduated: June 2024

Bachelor's in Construction Management

Chongqing University

Graduated 2002

Volunteer Activities

Atlantic Toastmaster SMU | Halifax, NS

May 2024 to Present

Sergeant at Armed

- Set up the meeting room, greet the guests, and make sure to manage supplies on hand to help the meeting be successful. Facilitate meetings by managing time, evaluating speeches, leading discussions, and providing constructive feedback.

itjobfair.ca NSCC | Halifax, NS

November 2022 to March 2023

Tech Team Help Desk

- Prepared a tutorial video and documents to instruct 40 industry members to set up individual team channels in the team's group.

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