

# Jianying Wang (Stella)

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**Product Specialist**  
**AdTech & MarTech Integrator**  
**Bridge-Person with Tech Fluency**

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# About *Jianying Wang* Me

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P: +46 734268276

Lars Kaggsgatan 41522, Göteborg, Sweden

[LinkedIn](#) / [Github](#)

# Hello, I'm Jianying!

## A Product & MarTech Integrator

driving business through Technical Fluency.

## A Bridge

connecting Product & Tech.

## A Full-Stack Thinker

solving problems from Product, Tech to Market Strategy.

## A Coordinator and Team Player

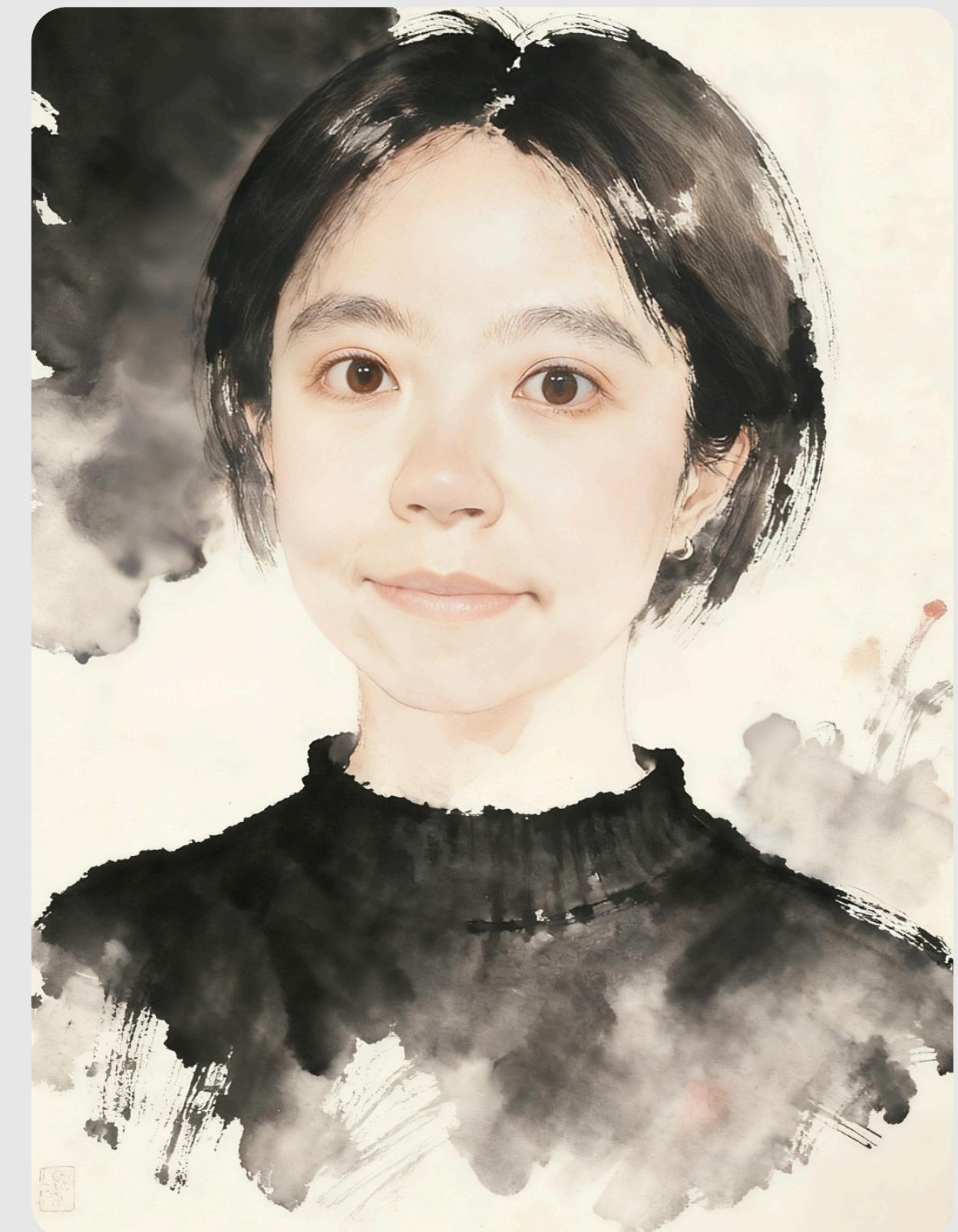
mastering cross-functional & cross-market collaboration.

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Python; SQL; Web Develop (basic)

Product Developing; API Integration; Test/ Debug/ Troubleshoot

Product & Business Analysis



# I Specialize in...

## Tech Edge

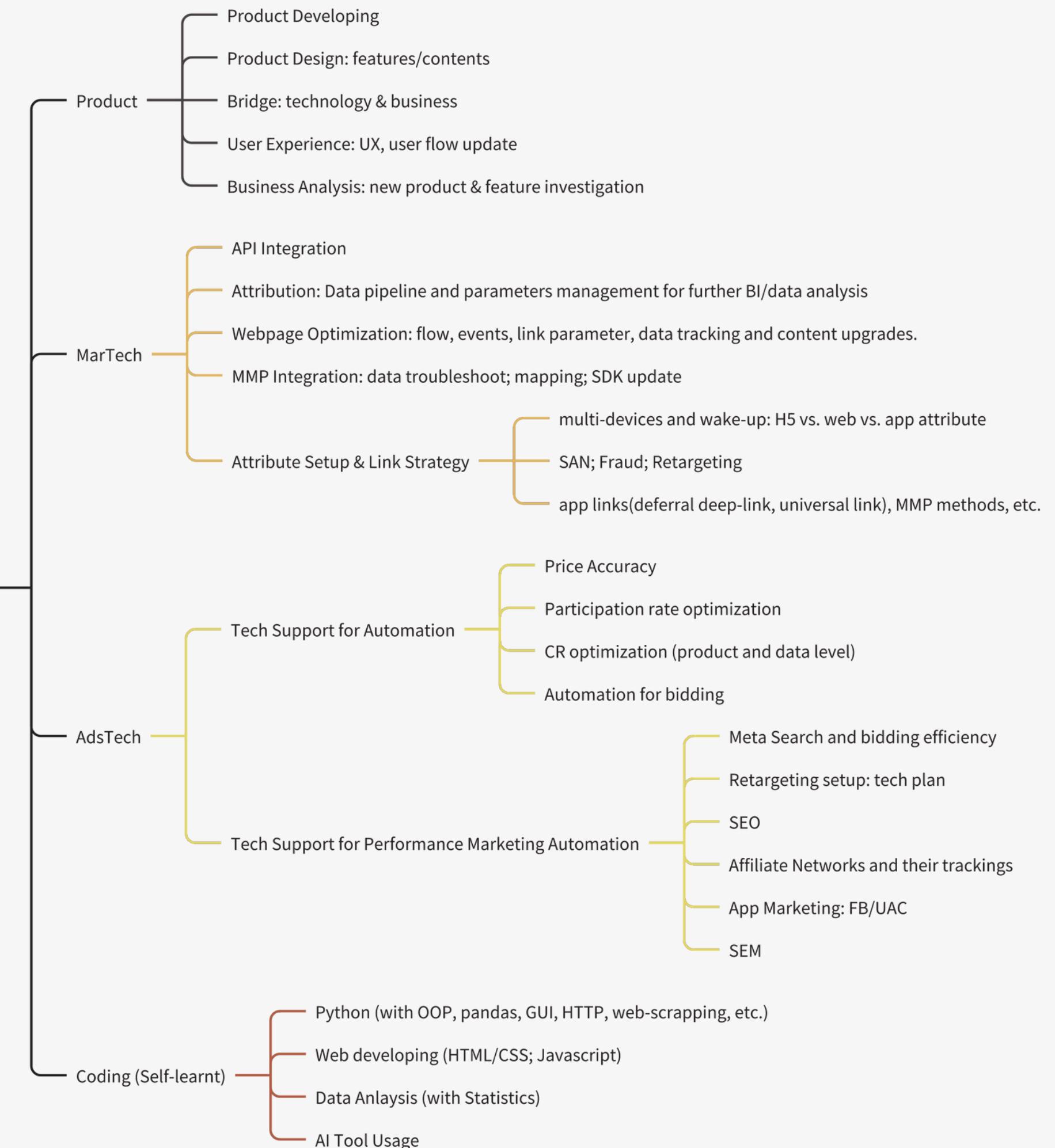
- **Tech Translation**
- **Product Solutions**
- **AdTech & Martech Integration**
- **Business Analysis**

## Human Edge

- **Bridging Cross-Functional Delivery**
- **Global Product & Cross-Market Integration**

“ Committed to continuous learning, I expand my impact across dynamic fields.

My Skillkit

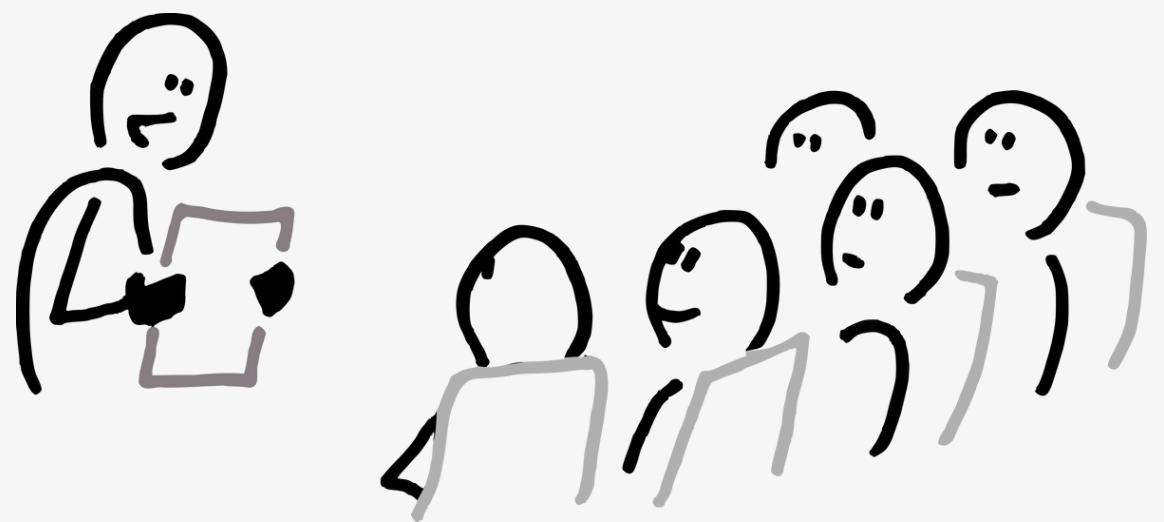


# My Work Showcases

My Roles Have Been Among Developers & Engineers, Business and Marketing Teams, Clients, and External Stakeholders.

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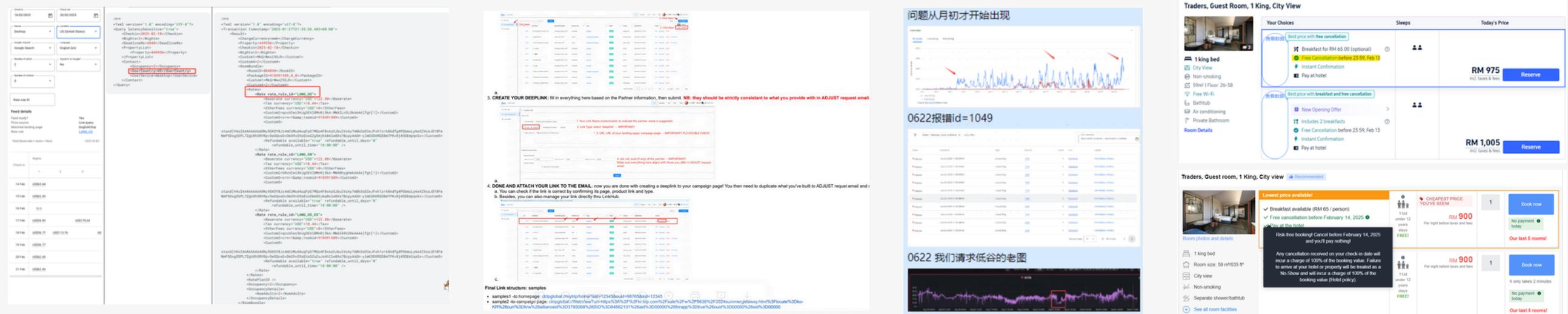
**“ I build product and technology that performs beautifully and communicates clearly — because great products don’t just work; they connect.**





# 1 Integrate Impact

## **Scaling performance with Product & API & AdTech Integration; Delivering Technical Clarity**



#### In-app CR: Channel Traffic CR & App Homepage CR Stayed Low

**Background:** Paid ads (especially app marketing) detected a lower order conversion rate (4.69%>1.64%, attribution started from app install). A deepdive review has been ongoing following insights:

- Insights:**

  - In-app Page CR: Flight Pages CR > Public Pages CR (including App Homepage & web-to-app H5 page). CR on Flight Homepage and pages

after that saw no obvious drop.

Internal CR Benchmark	before_cr	mid_cr	tonow_cr
Total	6.9%	6.81%	5.84%
F	2.31%	13.36%	15.59%
PUBLIC	<b>8.39%</b>	2.17%	1.96%

p\_paged

name	ppublic	before_orders	tonow_orders
APP_100004420	+PPC_APP_100004420_百度_h5	100	579
10220517083	APP_百度_h5	PUBLIC	128
1065055694	APP_百度_h5	PUBLIC	729
10650521257	APP_百度_h5	PUBLIC	22
1032067471	APP_百度_app	PUBLIC	299
1032067471	APP_百度_app	PUBLIC	2
1032067471	APP_百度_app	PUBLIC	647

The first chart shows Internal CR fluctuating between 5% and 10%. The second chart shows tonow CR peaking at 14.21% on March 29th and then declining. The third chart shows tonow installs peaking at 3,271 on March 29th and then declining.

● In-app CR for Channel traffic: Channel install ascended largely, while channel CR dropped from 2.4% (pre-campaign level) to 1.54%. Low CR traffic mainly came from app marketing (CR = 0.5%) and web-to-app H5 page (PPC, app marketing, of which CR = 0.73%).

aff_channel	aff_channelid	aff_impressions	orders	before_orders	mid_orders	tonow_orders	before_installs	mid_installs	tonow_installs	before_cr	mid_cr	tonow_cr		
374947	2095624	Socialnetwork	799	6	41	29	1879	8089	8089	0.00%	0.00%	0.00%		
13101608	14026283	App Marketing	47	10576	前綱	6	41	29	1879	8089	8089	0.14%	0.14%	0.00%
14074429	2095624	App Marketing	13	215	前綱	6	41	29	1879	8089	8089	0.00%	0.00%	0.00%
14889	4138110	SEO	13	215	前綱	2	11	20	1730	365	1022	0.61%	0.61%	1.73%
1078328	2095624	SEO	56	2145	30	6	20	1730	365	1022	0.26%	0.26%	0.00%	
1302460	2095624	SEO	23	215	前綱	9	8	13	244	1022	1022	1.74%	1.74%	1.00%
1302460	2095624	App Marketing	211	4995	58	59	94	953	622	2958	0.43%	0.43%	0.35%	
1302460	4138123	App Marketing	39	969	33	3	3	940	19	30	0.27%	0.27%	0.00%	

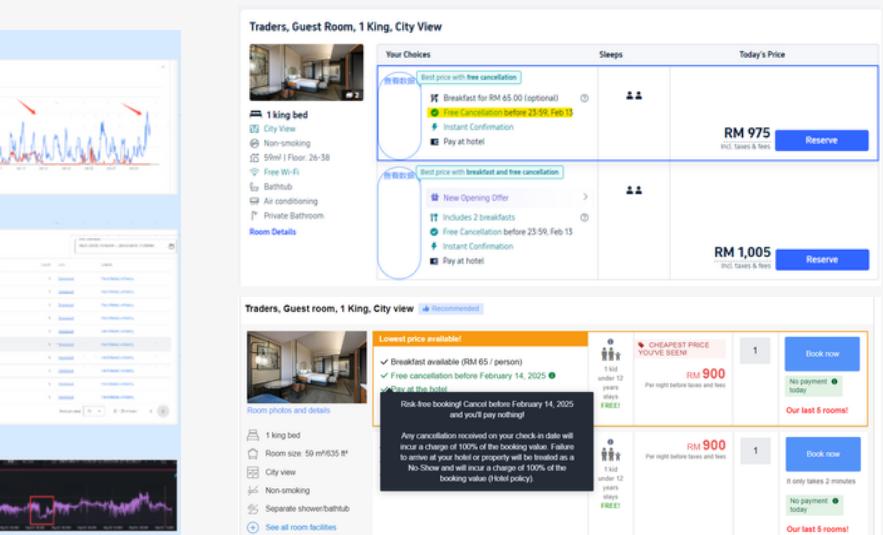
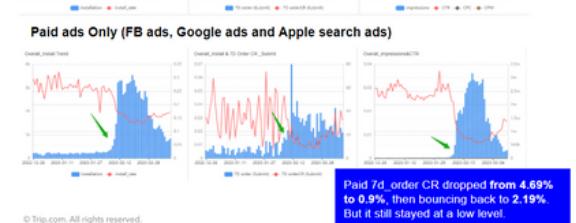


**Overall (both paid and non-paid included, pre-load excluded)**

**Key Results**

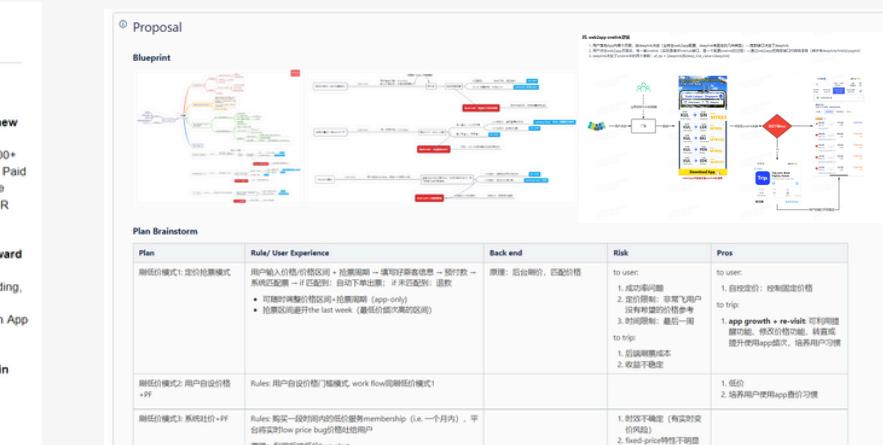
**Number of installations boosted to record high.**

Paid daily installs soared from 400+ ( $\times 275\%$  pop), with a high peak at 37K. Install rate stayed at 17%. It brought traffic and gained access for the app.

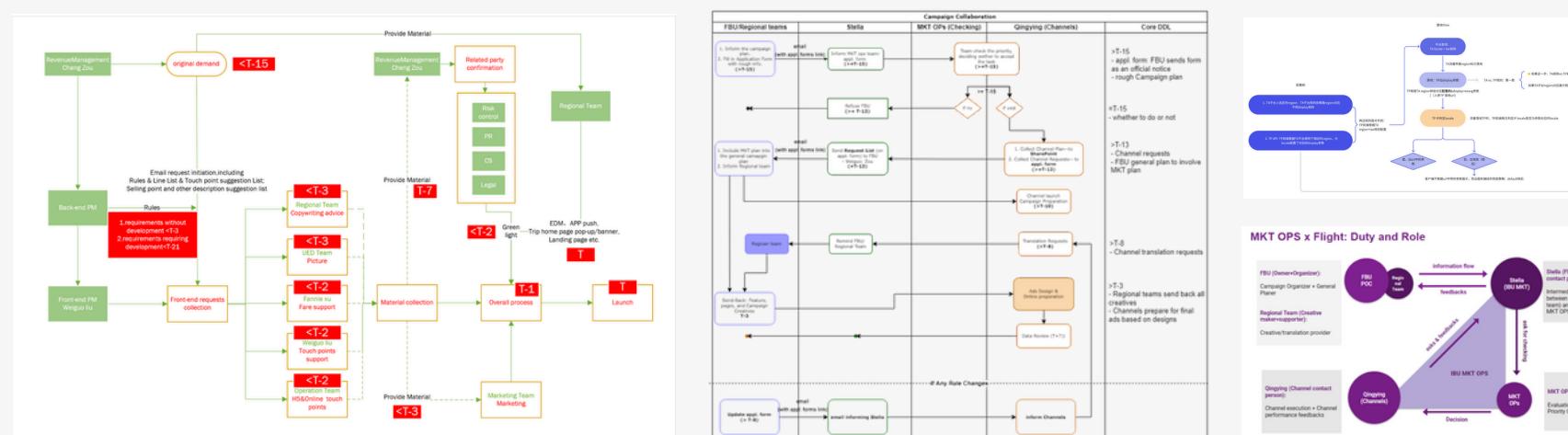


Trip.com 1:  
Optimizing Product and Customized  
Mapping/Events Strategies, bringing up  
efficiency by 10%.

## Clarifying Specs and Troubleshooting.



# Trip.com 2: Making Data Analysis and Reports for Product & Ads Tech Strategy for Growth Project.



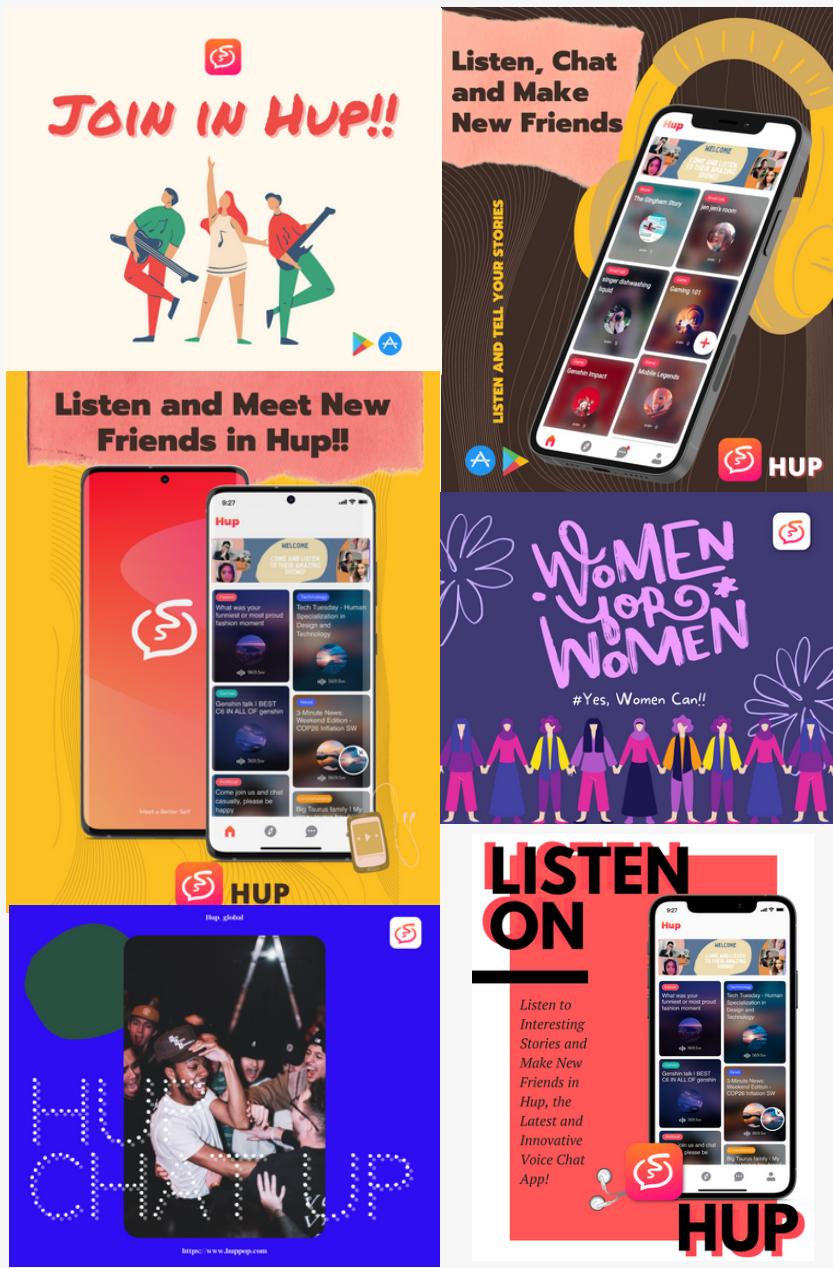
# Trip.com 3: Clarifying Product & Coordination Flow that Smoothed Internal & External Integration.

# Set Technical Expertise for Campaign Automation that Saved 30% Labor Power.

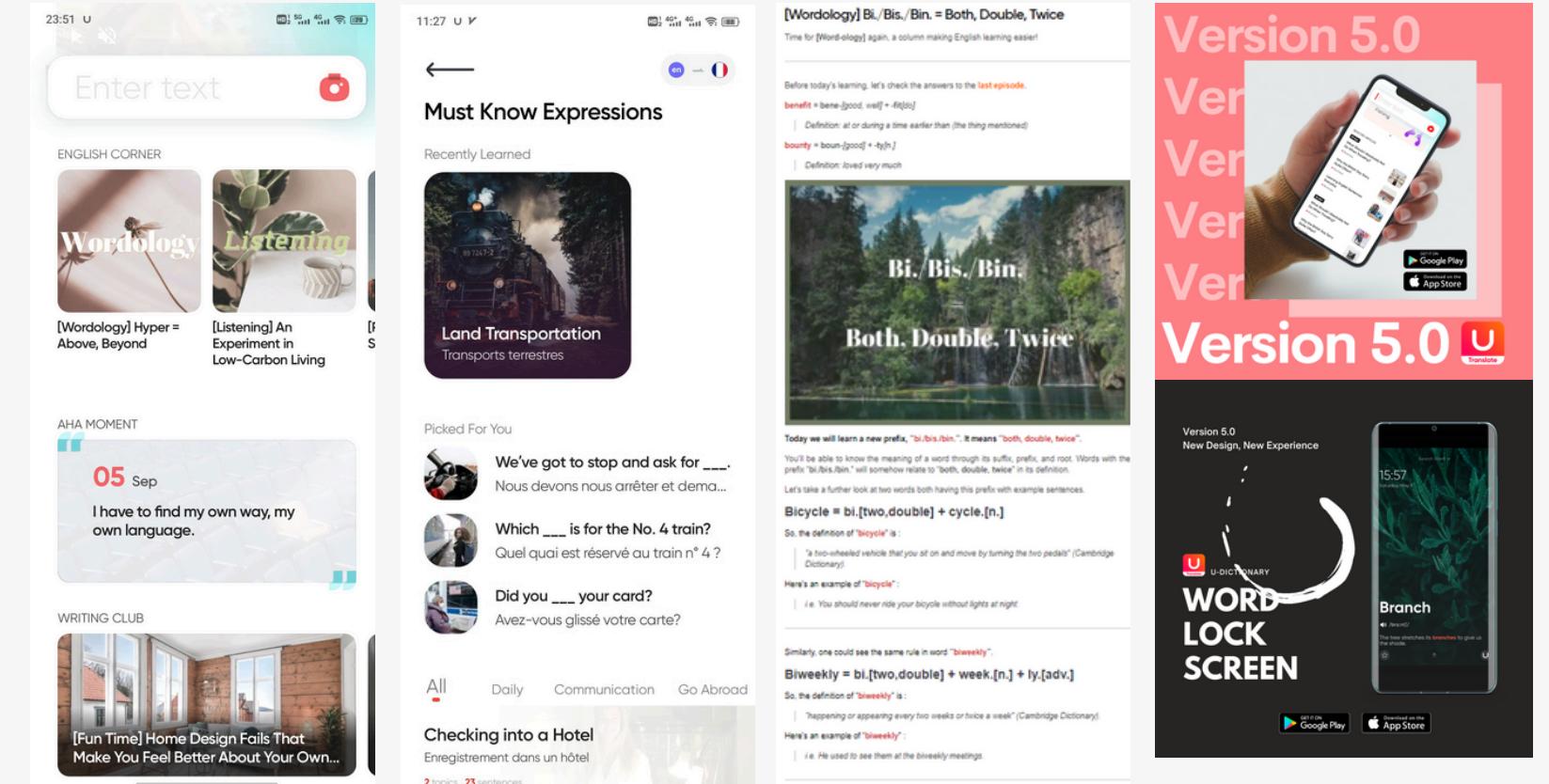


# 2 Features & GTM

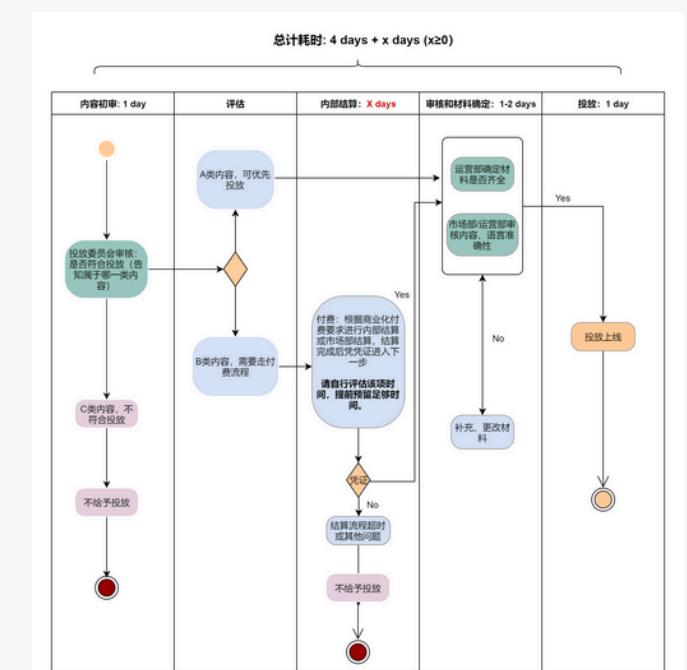
## Product Developing for Strong Presence and Involvement



Inke1. Leading Product Spec. for Training and Feature Adapting;  
Supported Tech Support for GTM Campaign and Automation.



NetEase1. Building Content Strategies and Features Updates for U-Dictionary.



英语内容制作									
负责人	周一	周二	周三	周四	周五	周六	周日	次周一	次周二
English Corner: [Grammar]	English Corner: [Poem]	English Corner: [idiom/Proverb]	English Corner: [Song]	English Corner: [Word for Today]	English Corner: [Listening] - Jane Eyre	Kaleidoscope [Song]	Kaleidoscope [News]	Kaleidoscope [TED]	Kaleidoscope [Writing]
English Corner: [Word for Today]	English Corner: [Poem]	English Corner: [idiom/Proverb]	English Corner: [Song]	English Corner: [Word for Today]	English Corner: [Listening] - Jane Eyre	Kaleidoscope [Song]	Kaleidoscope [News]	Kaleidoscope [TED]	Kaleidoscope [Writing]
Kaleidoscope [Song]	Kaleidoscope [Song]	Kaleidoscope [Song]	Kaleidoscope [Song]	Kaleidoscope [Song]	Kaleidoscope [Song]	Spelling Check [Speak]	Spelling Check [Reading]	Spelling Check [Reading]	Spelling Check [Reading]
Spelling Check [Speak]	Spelling Check [Song]	Spelling Check [Song]	Spelling Check [Song]	Spelling Check [Song]	Spelling Check [Song]	Writing Club: [Reading]	Writing Club: [Reading]	Writing Club: [Reading]	Writing Club: [Reading]
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信息流文章优化计划:  
信息流文章优化计划 (shimo.jm)

项目	内容	负责人
每天: 2篇文章 (1 video (点击率高的))	陈佳佳	
每天: 3篇English Corner (阅读量大的)	张晓达	
印尼语	印玲1 (English Corner), 印玲2 (Online Learning)	
同语	刘晓君	
西语	西语1, 西语2, 西语3	
韩语	陈佳佳	

NetEase2. Setting up Feeds Automation & In-app Contents Plan (with Cross-functional Collaboration).



# 3 Integrate & Tech Translate

## Driving Product Clarity; Easing B2B Integration

**MERCKU Support Center**

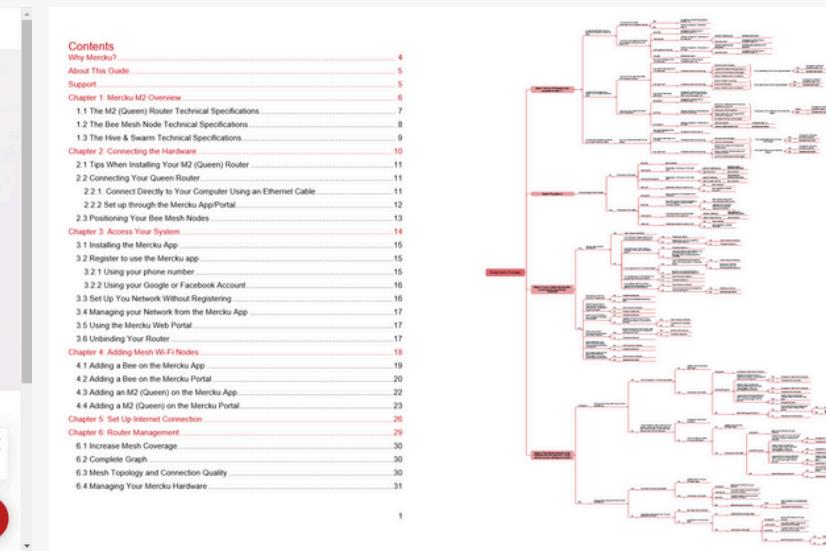
Go to mercku.com Contact us

How can we help you today?

Search for answers

General Technical Support Network Settings

Hi, I'm MerckuBot.



Mercku M2 vs. tp-link Mesh Wi-Fi				
Key Solutions	Mercku	Deco M4	Deco M5 (2-pack)	Commentary
Modular mesh Solution	Hive: 1x M2 (Router) 4x Bee (Beacon) Swarm: 3x M2s (Router)	2x Deco routers (1 gateway router and 1 node router)	2x Deco routers (1 gateway router and 1 deco router as nodes)	Mercku's modular solution provides a flexible approach to home Wi-Fi to match the unique needs of each home, and this package can be further customized for clients
Intelligent Wi-Fi	Beamforming Band Steering MU-MIMO QoS Optimization	Beamforming Beam Steering MU-MIMO	Beamforming Beam Steering MU-MIMO	Widely recognized QoS approach combined with a flexible development team allows Mercku to tailor the level of prioritization control for customers
Supported management devices	Local & Remote Management Browser Based & TR069 & Mobile (Android/iOS)	Local & Remote Management Browser Based & Mobile (Android/iOS) & Bluetooth	Local & Remote Management Browser Based & Mobile (Android/iOS)	Providing users with flexible network management options increases overall customer experience – web option as well as mobile option for network management, and TR069 for easy remote management.
Antenna Type	2x2 WHEMS Antennas	4 internal dual-band antennas per unit	2 internal dual-band antennas per unit	Low ECC and high quality link brought by WHEMS Antennas lowers the bit error rate of data transmission, enabling a high quality data link.
Advanced networking features	DHCP, PPPoE, IPv6, Static IP, Port Forwarding, Monthly Usage Report	DHCP, PPPoE, IPv6, Static IP, Port Forwarding, Monthly Usage Report	With expanded advanced network management, non-traditional networks can enjoy more benefits from a Mercku system	
Promoted Wi-Fi coverage area	Hive: 5000 soft Swarm: 6000 soft	1 unit: 2800 soft 2 units: 3800 soft 3-pack: 5500 soft	2-pack: 3800 soft 3-pack: 5500 soft	Industry leading modularity support the perfect balance of customization and coverage

**Mercku1:**  
Building Case Studies, Knowledge Bank, and Introductions Page from Scratch for B2B integrations.

**Design Checklist: ORION**

2) Design Checklist

Important Notes: All the requirements of the Client, to avoid misunderstandings, and create alignment with the design team.

Category	Bulletin	Description and information Required	Illustration Example	Client Preference Required
Packaging	An overall description needs to be given in the bulletin in advance of the design team.	How packages will be shipped to your products.	Image of a single product box and two boxes stacked.	1 Queen + 2 Boxes.
Outer Box Design	Product dimensions need to be adjusted according to the outer box size.	Product dimensions: 1. Product name: ORION. 2. Outer dimensions: 300mm x 200mm x 100mm. 3. Outer box dimensions: 350mm x 250mm x 150mm. 4. Outer box material: Cardboard. 5. Outer box weight: 5kg. 6. Outer box volume: 10L. 7. Outer box color: White. 8. Outer box shape: Rectangular.	Image of an outer box with dimensions and a product inside.	
Branding (outer box only)	Need to confirm: 1. Color and logo: 2. Color and logo: 3. Color and logo: 4. Color and logo: 5. Color and logo: 6. Color and logo: 7. Color and logo: 8. Color and logo: 9. Color and logo: 10. Color and logo: 11. Color and logo: 12. Color and logo: 13. Color and logo: 14. Color and logo: 15. Color and logo: 16. Color and logo: 17. Color and logo: 18. Color and logo: 19. Color and logo: 20. Color and logo: 21. Color and logo: 22. Color and logo: 23. Color and logo: 24. Color and logo: 25. Color and logo: 26. Color and logo: 27. Color and logo: 28. Color and logo: 29. Color and logo: 30. Color and logo: 31. Color and logo: 32. Color and logo: 33. Color and logo: 34. Color and logo: 35. Color and logo: 36. Color and logo: 37. Color and logo: 38. Color and logo: 39. Color and logo: 40. Color and logo: 41. Color and logo: 42. Color and logo: 43. Color and logo: 44. Color and logo: 45. Color and logo: 46. Color and logo: 47. Color and logo: 48. Color and logo: 49. 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# But There Are More Unseen...

“

**This portfolio showcases the visible artifacts, the final echo.**

**My core contribution, however, is the invisible architecture—the complex, shared effort behind a vital product upgrade, a silent bug fix, or unseen growth.**

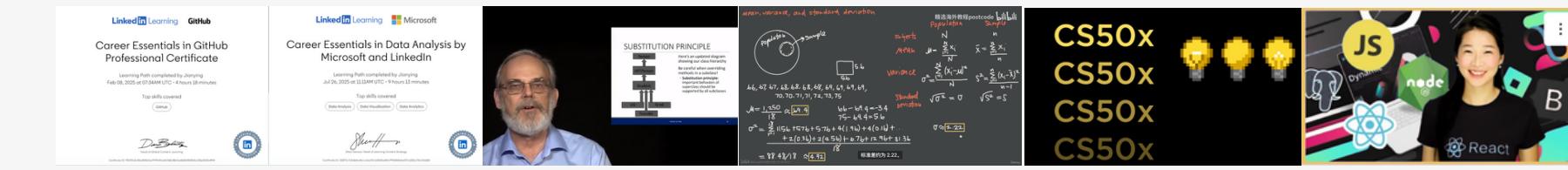
**I believe the most meaningful work is not always what is seen, but the unseen foundation that makes the visible possible.**



”

# A Bit More About Me...

**“ I keep expanding my knowledge every day, adapting with energy to ever-changing fields.**

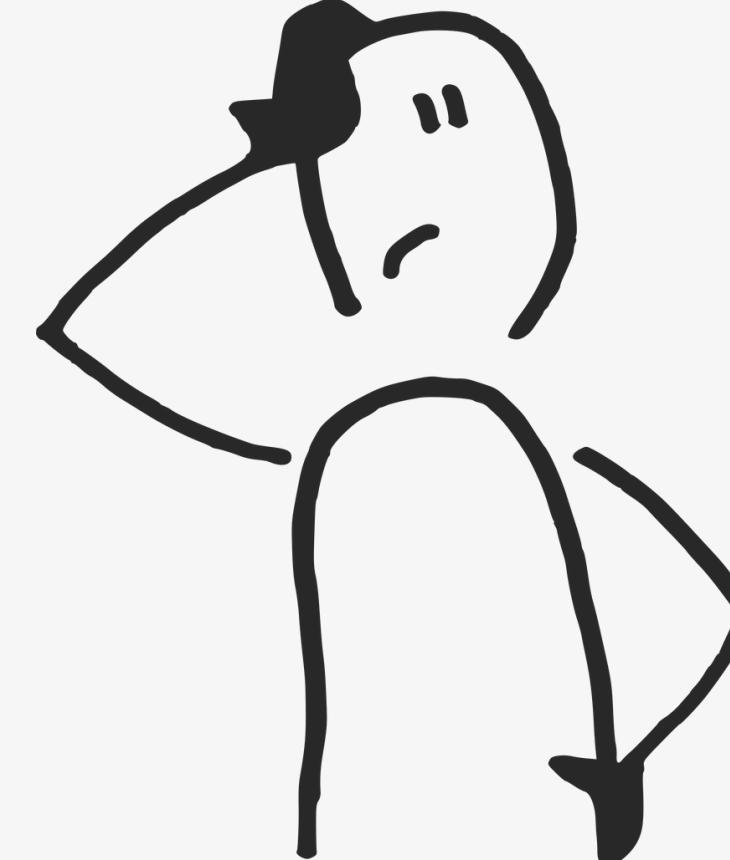


Self-taught through a wide range of online courses, from coding to AI to mathematics.

**“ Besides, I enjoy some hobbies**

**I like books.**

My favorite books include: *Discipline and Punish* (by Michel Foucault); *Animal Farm*; *The Three-Body Problem* (Liu Cixin); *Frog* (Mo Yan), etc.



**I like watching games.**

My favorite games include: *Rusty Lake series*; *Inside*; *Little Nightmare*; *Sekiro: Shadows Die Twice*; *Silent Hill 2*, and *Silent Hill f*

**I'm always into...**

complex narratives and dense philosophy reflecting deeply analyzing systems and human behavior.

# Jianying Wang (Stella)

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Thank You!

**Let's**  
*Jianying Wang*  
**Connect!**

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