

Jianying Wang (Stella)

Product Solutions Expert / Specialist
AdTech & MarTech Integrator
Bridge-Person with Tech Fluency



About Me

A large, bold, black sans-serif font spells out "About Me". Overlaid on the letters "out" and "Me" is the name "Jianying Wang" in a red cursive script. A red curved line starts from the top of the "A", goes over the "out", and ends at the top of the "Me".

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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.

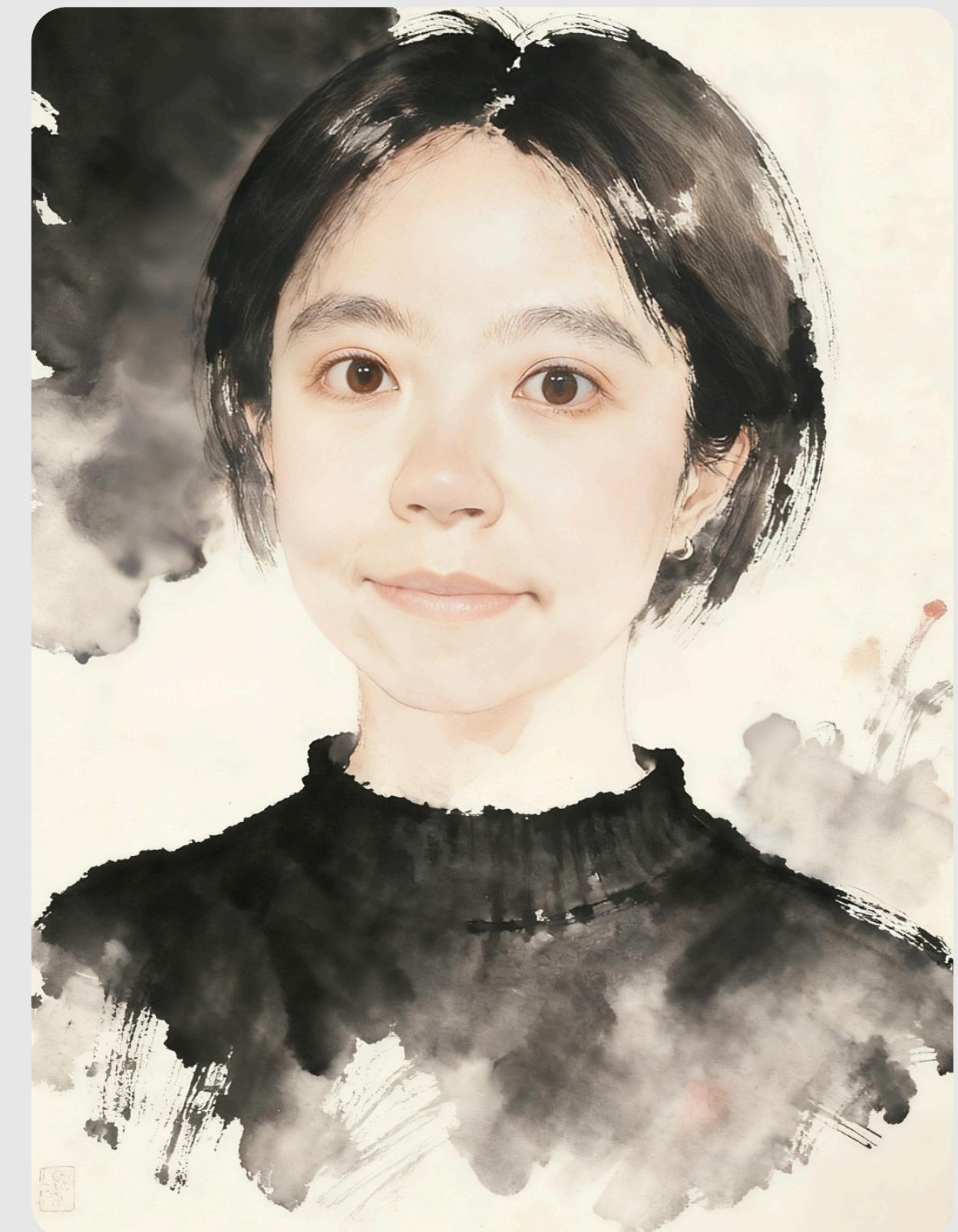
A Coordinator and Team Player

mastering cross-functional & cross-market collaboration.

Python; SQL; Web Develop (basic)

Product Developing; API Integration; Test/ Debug/ Troubleshoot

Product & Business Analysis



I Specialize in...

Tech Edge

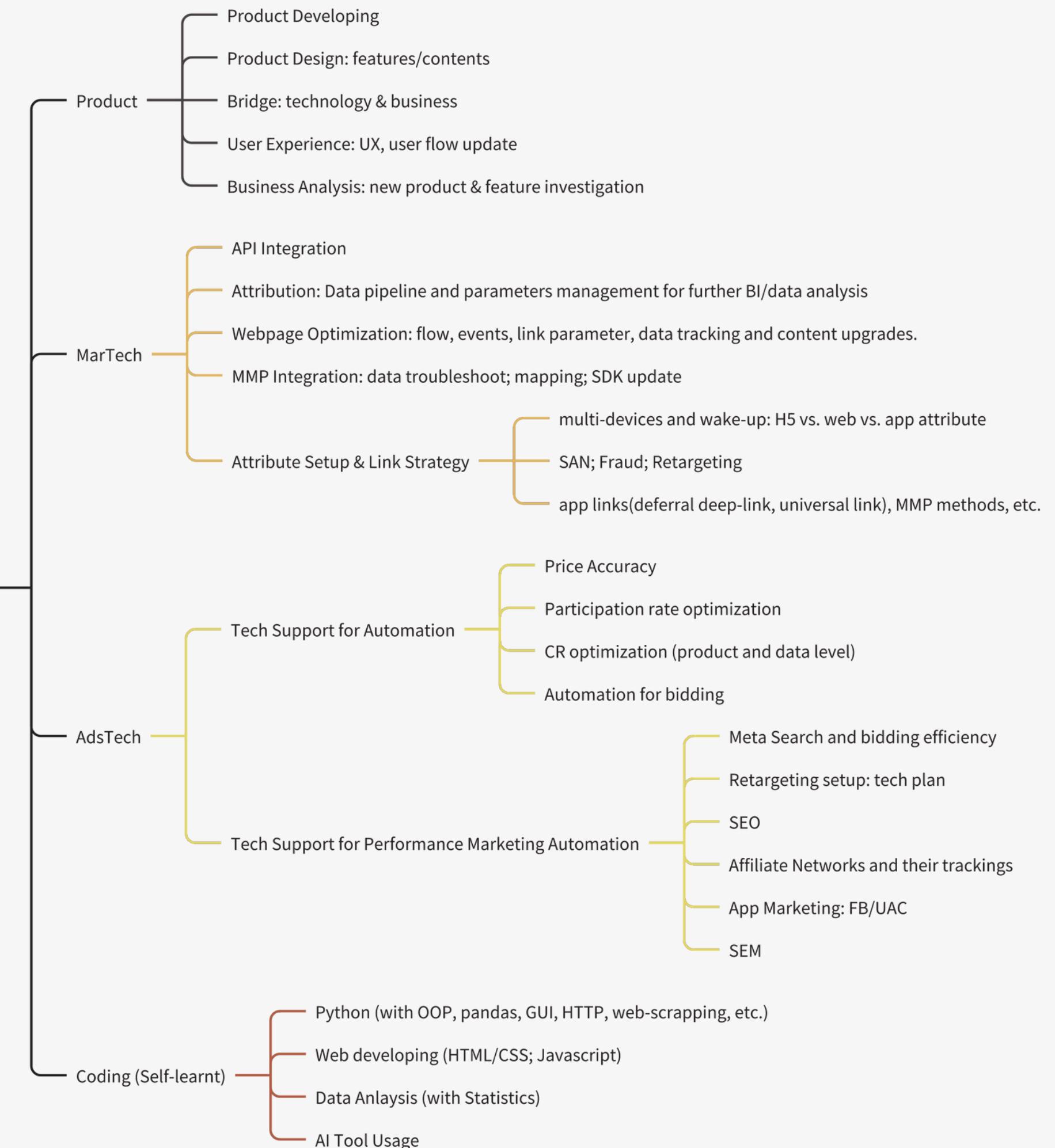
- **Tech Translation**
- **Product Solutions**
- **AdTech & Martech Integration**
- **Business Analysis**

Human Edge

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

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

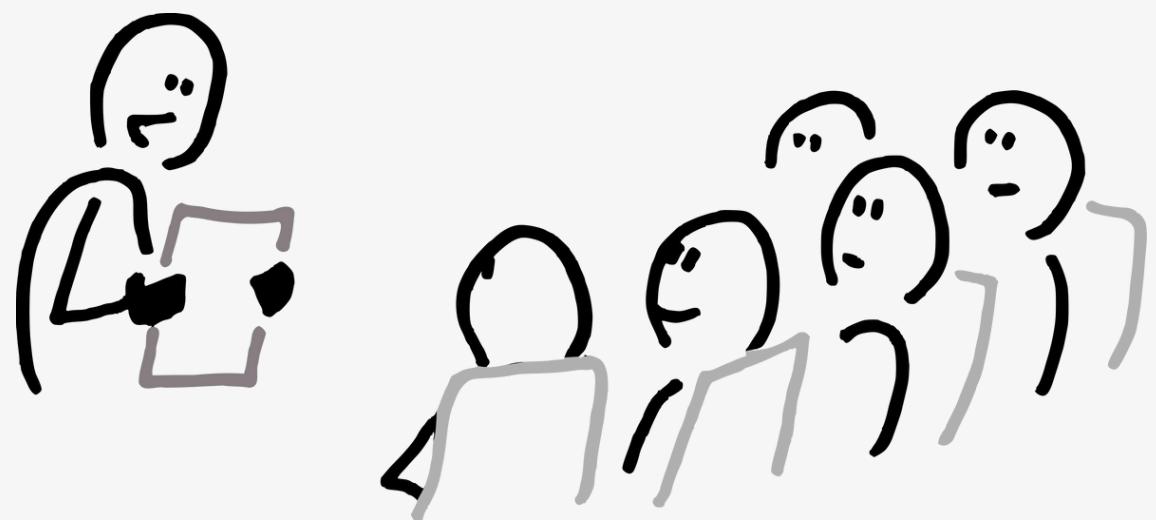
My Skillkit



My Work Showcases

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

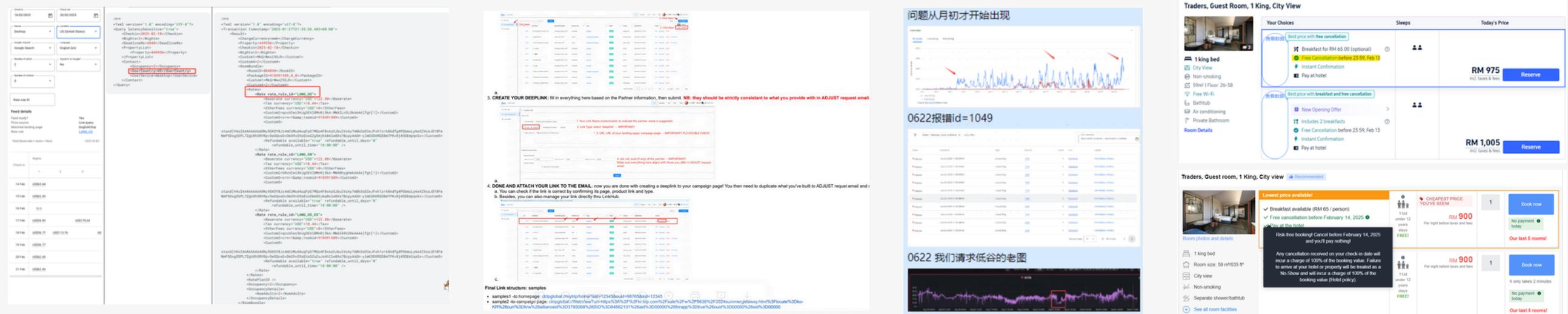
“ I build product and technology that performs beautifully and communicates clearly — because great products don’t just work; they connect.





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 implications.

- 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

Internal CR Benchmark

	before_cr	mid_cr	tonow_cr
Total	6.82%	6.81%	5.84%
F	2.33%	13.26%	15.59%
PUBLIC	8.39%	2.17%	1.06%

Channel Install Trend

	before_cr	mid_cr	tonow_cr
before_installs	新增 5756	新增 1219	新增 458
tonow_installs	新增 1324	新增 22	新增 121
before_cr	0.73%	0.45%	0.36%
mid_cr	1.21%	1.21%	0.93%
tonow_cr	3.62%	3.62%	3.62%

- 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, ap marketing, of which CR = 0.73%).



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

Key Results

Number of installations boosted to record high.

Paid daily installs soared from 400k (+275% pop), with a high peak at 370k. The install rate stayed at 17%. It brought traffic and gained access for the app.

Paid ads Only (FB ads, Google ads and Apple search ads)

Overall_impressions/100

Overall_clicks/100

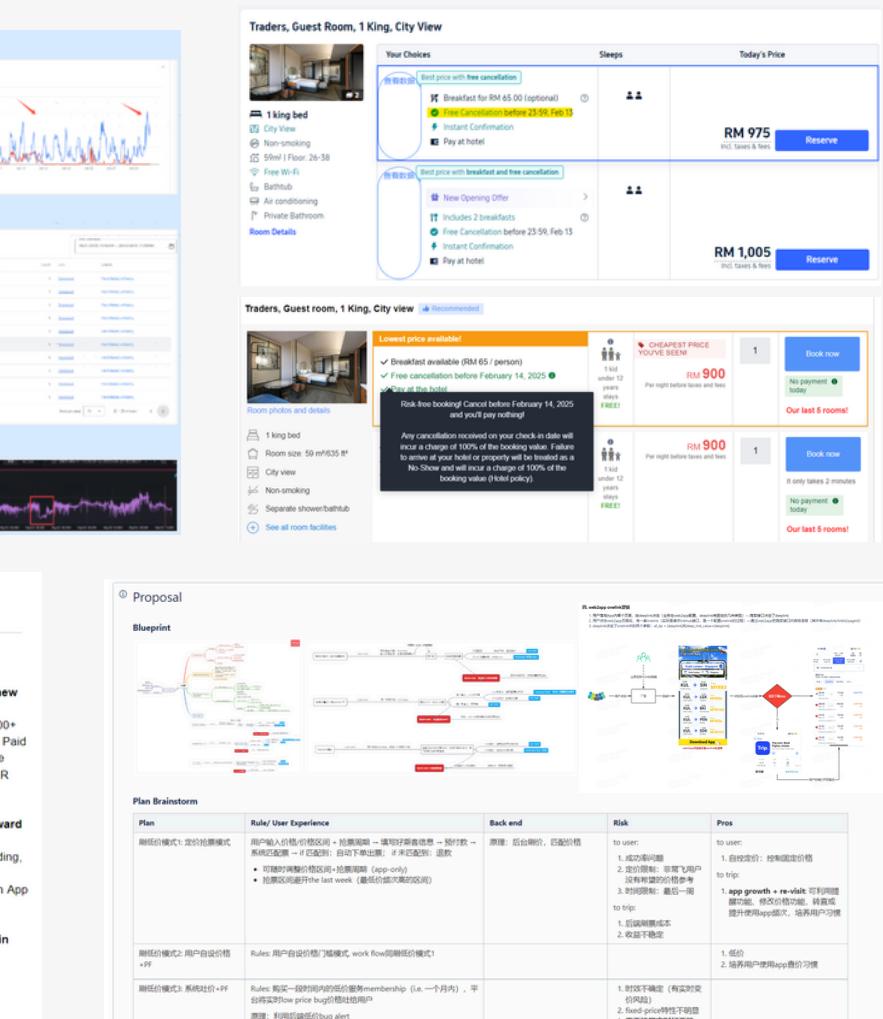
Overall_impressionCTR

The figure consists of three side-by-side line charts. Each chart has 'Profit Rate' on the y-axis (ranging from 0% to 10%) and 'Direct User Count' on the x-axis (ranging from 0 to 100). The legend indicates two series: 'Order CR' (blue line) and 'Order CR > 0.05' (red line).

- Left Chart:** Order CR range [0.0, 0.05]. The blue line starts at ~8% profit rate for 0 users and remains relatively flat. The red line shows a sharp peak at 10 users (~10% profit rate) and then drops sharply as user count increases.
- Middle Chart:** Order CR range [0.05, 0.1]. The blue line starts at ~8% profit rate for 0 users and remains flat. The red line shows a peak at 10 users (~10% profit rate) and then fluctuates between 5% and 8% for higher user counts.
- Right Chart:** Order CR range [0.1, 0.15]. The blue line starts at ~8% profit rate for 0 users and remains flat. The red line shows a peak at 10 users (~10% profit rate) and then fluctuates between 5% and 8% for higher user counts.

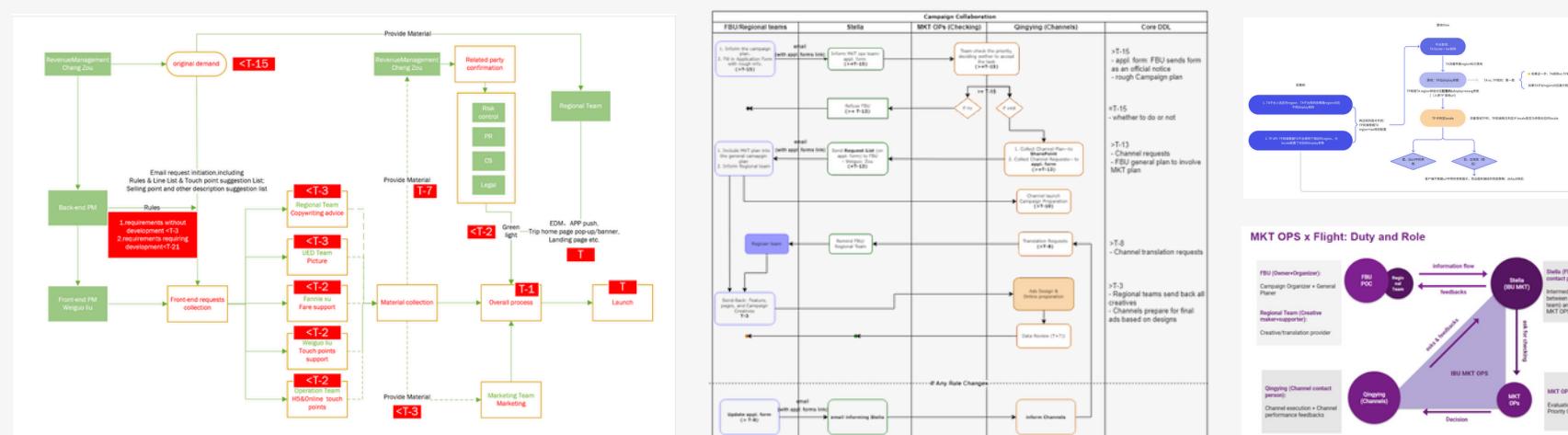
Paid 7d_order CR dropped from 4.69% to 0.9%, then bouncing back to 2.19%.

Unchanged profit rate & large growth in number of direct user indicates a balance between profit/growth and campaign cost.



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

Clarifying Specs and Troubleshooting.



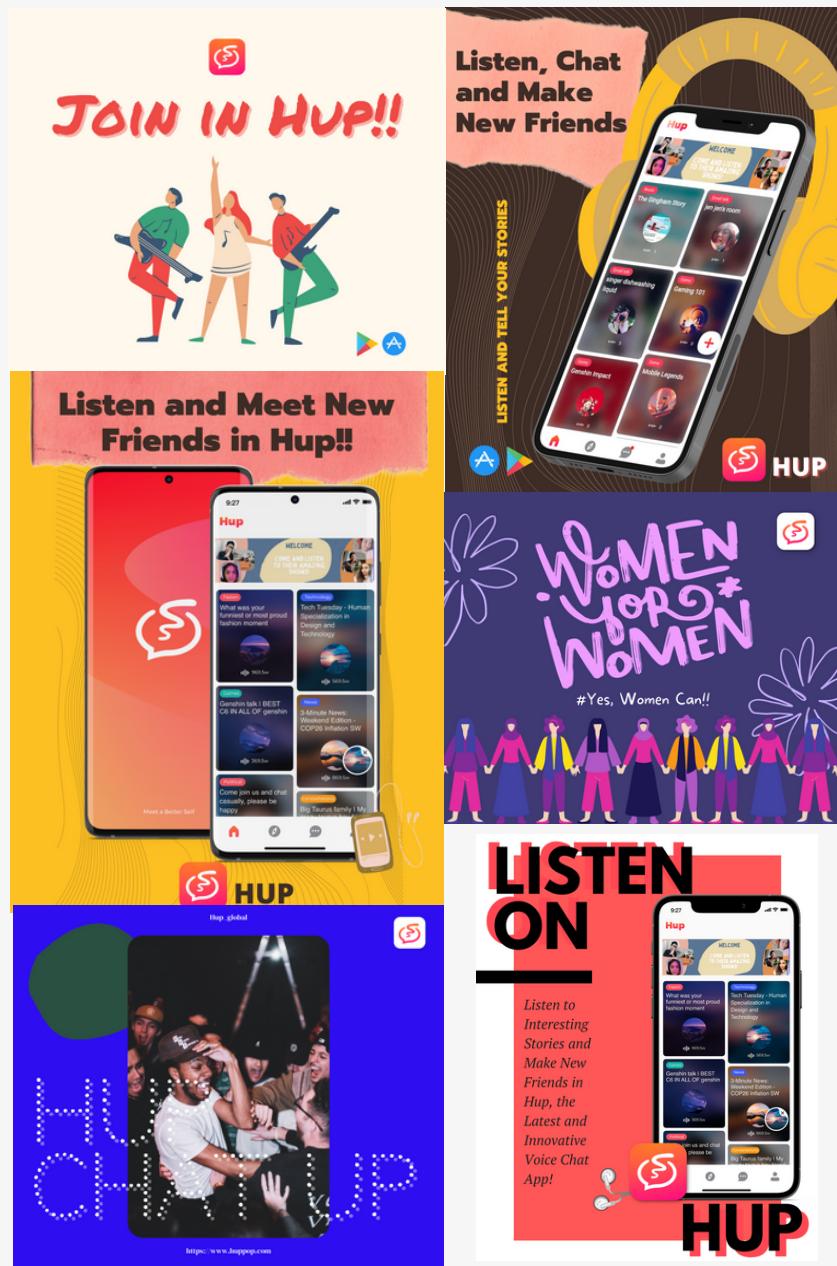
Trip.com 3: Clarifying Product & Coordination Flow that Smoothed Internal & External Integration.

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

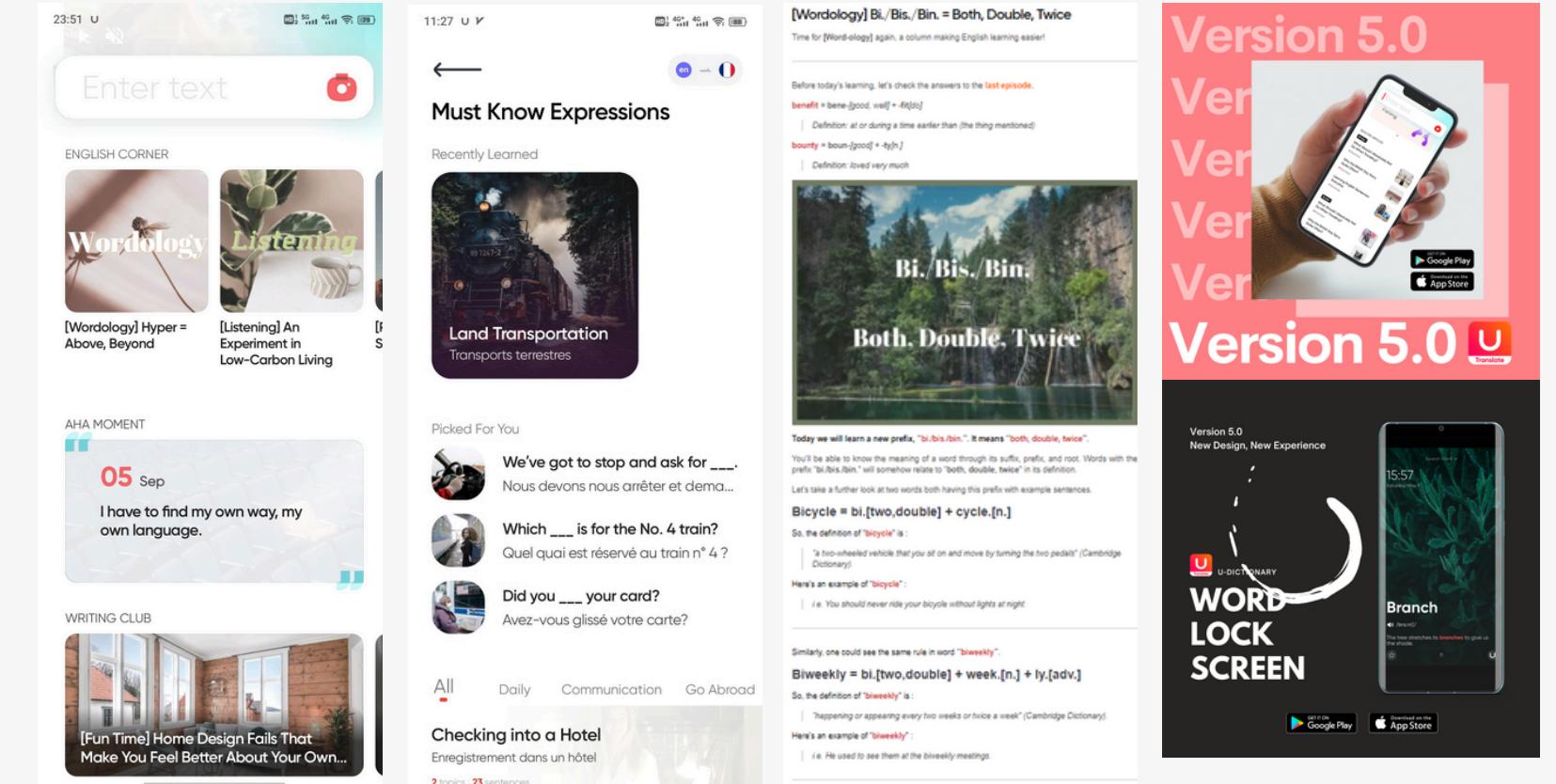


2 Features & GTM

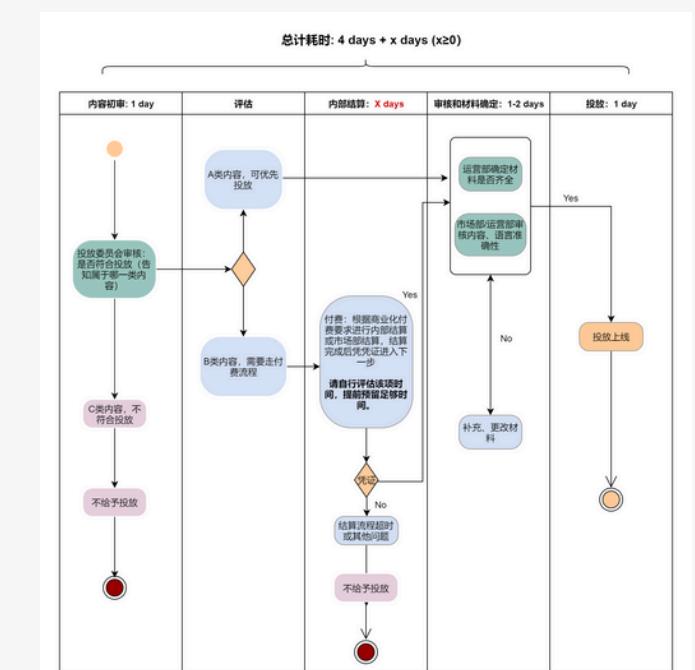
Product Developing for Strong Presence and Involvement



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	次周三	次周四
English Corner: [Grammar]	English Corner: [Poem]	English Corner: [Idiom/Proverb]	English Corner: [Song]	English Corner: [Word for Today]	English Corner: [Listening] - Jane Eyre	Kaleidoscope: [Tips]	Kaleidoscope: [TED]	Kaleidoscope: [News]	Kaleidoscope: [TED]	Kaleidoscope: [News]	Kaleidoscope: [Poem]
English Corner: [Word for Today]	English Corner: [Song]	English Corner: [Poem]	English Corner: [Idiom/Proverb]	English Corner: [Listening] - Jane Eyre	Kaleidoscope: [Song]	Kaleidoscope: [Poem]	Kaleidoscope: [News]	Kaleidoscope: [Poem]	Kaleidoscope: [Song]	Kaleidoscope: [News]	Kaleidoscope: [Poem]
Kaleidoscope: [Song]	Kaleidoscope: [Poem]	Kaleidoscope: [Idiom/Proverb]	Kaleidoscope: [News]	Kaleidoscope: [Song]	Kaleidoscope: [Poem]	Spelling Check: [Speak]	Spelling Check: [Reading]	Spelling Check: [Poem]	Spelling Check: [Song]	Spelling Check: [News]	Spelling Check: [Poem]
Spelling Check: [Speaking]	Spelling Check: [Poem]	Spelling Check: [Idiom/Proverb]	Spelling Check: [News]	Spelling Check: [Song]	Spelling Check: [Poem]	Writing Club: [Reading]	Writing Club: [Poem]	Writing Club: [Song]	Writing Club: [News]	Writing Club: [Poem]	Writing Club: [Poem]

信息流文章优化计划:		
信息流文章优化计划 (shimo.xls)		
小语种投放		
项目	内容	负责人
每天: 2篇文章 (Video (点击率高的))		陈佳佳
每天: 3篇English Corner (阅读率高的, 2 selected article)		张晓达
印尼语	印尼1 (English Corner), 印尼2 (Online Learning)	刘晓海
阿语	每天1篇	刘晓海
西语	西班牙1, 西班牙2, 西班牙3	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

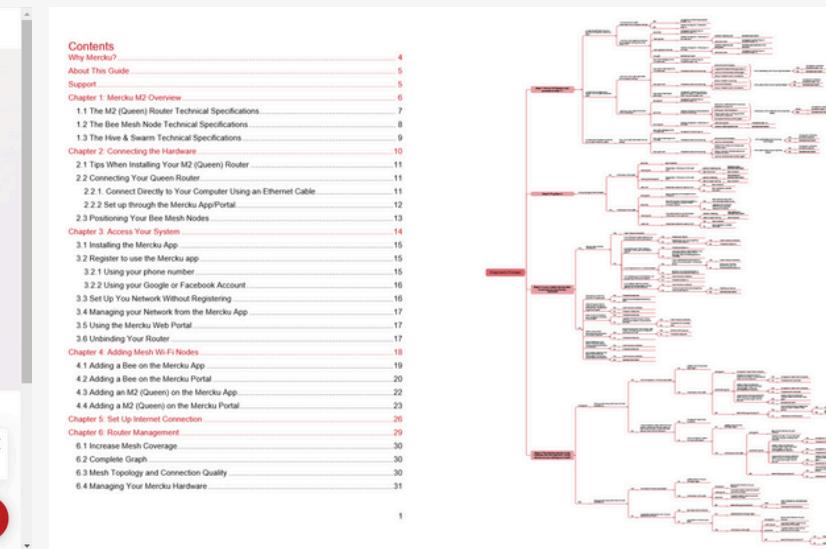
MERCKU Support Center

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: 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: M2. 2. Outer box dimensions: 300mm x 200mm x 100mm. 3. Outer box weight: 1kg. 4. Outer box material: Cardboard. 5. Outer box thickness: 1.5mm. 6. Outer box color: White. 7. Outer box logo: Mercku logo.	Image of a single outer box with dimensions and logo.	
Branding (outer box only)	Need to confirm: 1. Color and logo. 2. Color and logo. 3. Color and logo.	Image of a single outer box with branding.		
User manual	Need to confirm: 1. Content: Color, font, layout. 2. Content: Content needs to be adjusted according to device design. You could write to Mercku's design, or hand Mercku your user design.	Image of a user manual with content and design.		
Label stickers (packaging)	Label stickers for packaging: 1. Dimension: cannot be changed. 2. Text: Per instance: 80 mm x 50 mm for beam soft. 3. Color: cannot be changed.	Image of a label sticker with dimensions and color.		
Label stickers (product)	Label stickers at the bottom of the product box: 1. Translated content: could be adjusted according to product needs. 2. Text: cannot be changed. 3. Color: cannot be changed.	Image of a product box with a label sticker.		
Master version box	1. Logo (including logo for master version box label). 2. Translated content: could be adjusted according to product needs. 3. Color: cannot be changed.	Image of a master version box with logo and content.		
Print	Color of the product body: 1. Color: cannot be changed. 2. If you want to change the color, please provide the desired color code. 3. You can also send Mercku a physical sample with your preferred color.	Image of a product body with color options.	White	
Logo	Logo: 1. Quality: cannot be changed. 2. Logo: cannot be changed.	Image of a logo.	Yes, M2 logo	
Notes	1. Quality: cannot be changed. 2. Logo: cannot be changed.			

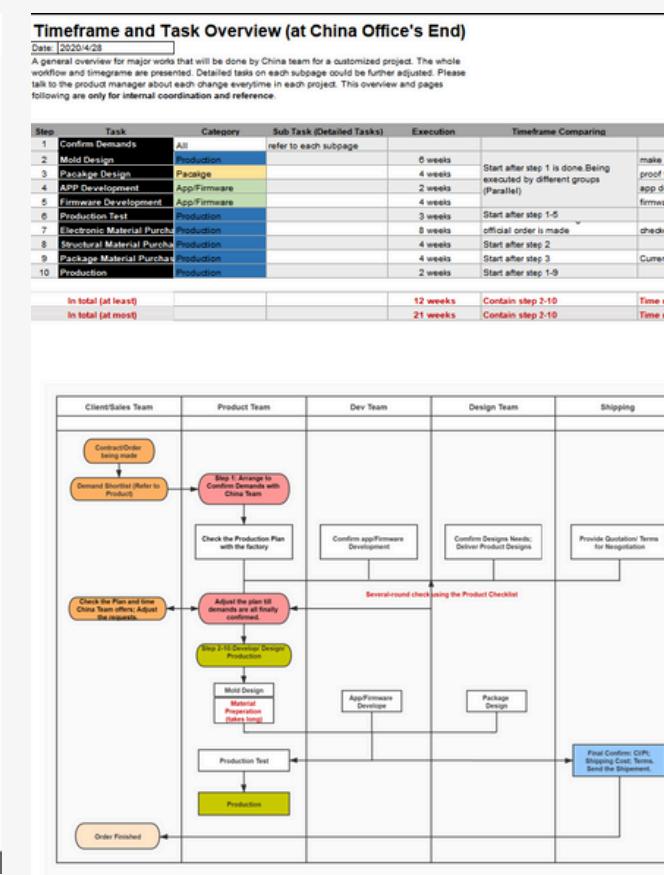
Timeframe and Task Overview (at China Office's End)

Date: 2020/4/28

A general overview for major works that will be done by China team for a customized project. The whole workflow timelines are estimated and each substage could be further adjusted. Please talk to the project manager about such changes according to each project. This overview and pages following are only for internal coordination and reference.

Step	Task	Category	Sub Task (Detailed Tasks)	Execution	Timeframe Comparing	Note
1	Confirms Demands	All	refer to each substage	6 weeks	Start after step 1 is done. Being executed by different groups	make molds for devices and test them proof the package, provide samples of app development + test
2	Mold Design	Production		4 weeks		
3	Package Design	Package		2 weeks		
4	APP Development	App		4 weeks		
5	Firmware Development	Hardware		3 weeks		
6	Structural Test	Production		8 weeks		
7	Electronics Material Purchase	Production		4 weeks		
8	Structural Material Purchase	Production		4 weeks		
9	Package Material Purchase	Production		2 weeks		
10	Production	Production		2 weeks		

In total (at least) 12 weeks Contain step 2-10 In total (at most) 21 weeks Contain step 2-10 Time needed by Step 1 excluded Time needed by Step 1 excluded



Product assistant Mercku

PREVIOUS

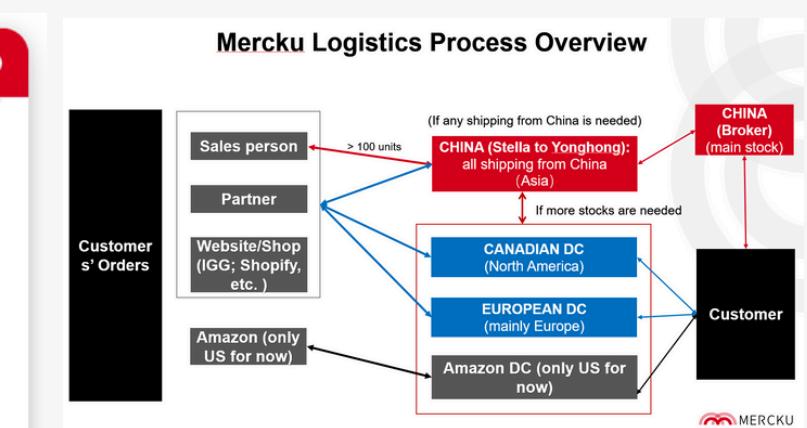
What best describes your situation?

I want to troubleshoot a problem

What is the return policy?

What is the warranty policy?

I want to learn more about your network features



Component	Support page: components	Ways to Support	Charter	Live Agent	Customer	R2B BSC	Mail - Website
TPLink	Download Center	FAQs	V only in Chinese - article searching only	live agent	Y (offline)	For Home as Only in Contri Eng & C https://www.tp-link.com/en-us	
	Community	Before Support					
	Customer Support	Before Support					
	Case Log	Before Support					
	Replenishment & Warranty	Before Support					
	Training & Consulting	Professional training by Telco					
	Customer Support	Before Support					
	Close Service Status	Before Support					
Nest	Customer Support	Before Support					
	Knowledge Base (product)	Before Support					
	Downloads	Before Support					
	FAQs	Before Support					
	Community	Before Support					
	Case Log	Before Support					
	Replenishment & Warranty	Before Support					
	Training & Consulting	Professional training by Telco					
	Customer Support	Before Support					
	Close Service Status	Before Support					
Google	Customer Support	Before Support					
	Knowledge Base (product)	Before Support					
	Downloads	Before Support					
	FAQs	Before Support					
	Community	Before Support					
	Case Log	Before Support					
	Replenishment & Warranty	Before Support					
	Training & Consulting	Professional training by Telco					
	Customer Support	Before Support					
	Close Service Status	Before Support					
Mercku	Customer Support	Before Support					
	Knowledge Base	Before Support					
	Downloads	Before Support					
	FAQs	Before Support					
	Community	Before Support					
	Case Log	Before Support					
	Replenishment & Warranty	Before Support					
	Training & Consulting	Professional training by Telco					
	Customer Support	Before Support					
	Close Service Status	Before Support					

Mercku2:
Identifying Integrated actions and Troubleshooting for Customized B2B designs.

Setting up Work Flow for Cross-functional Developing.

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.

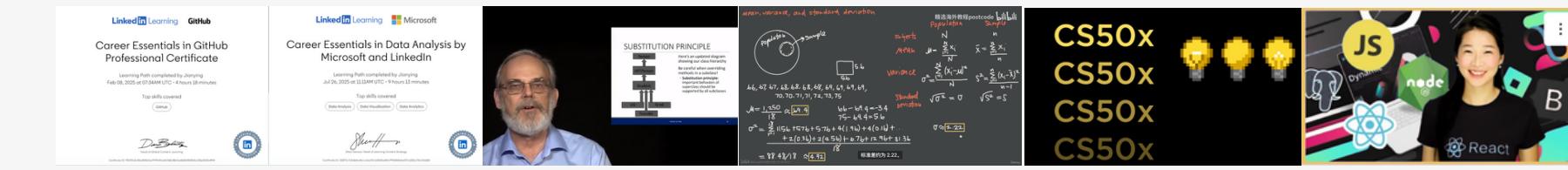
I believe the most meaningful work is not always what is seen, but the unseen foundation that makes the visible possible.



”

A Bit More About Me...

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

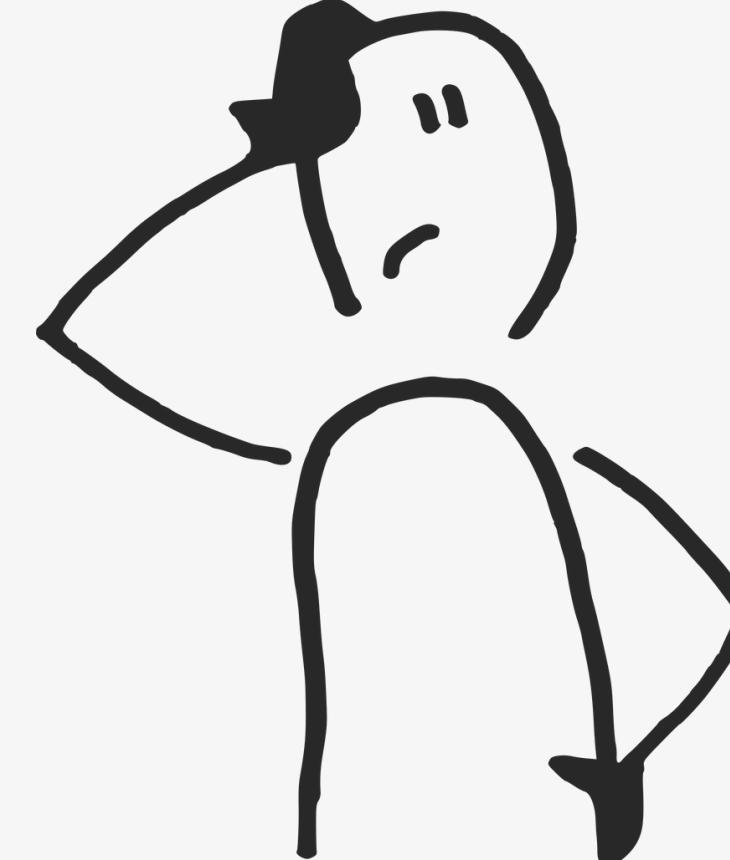


Self-taught through a wide range of online courses, from coding to AI to mathematics.

“ 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)

Thank You!

Let's
Jianying Wang
Connect!

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