

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".

E: stella33299@gmail.com

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.

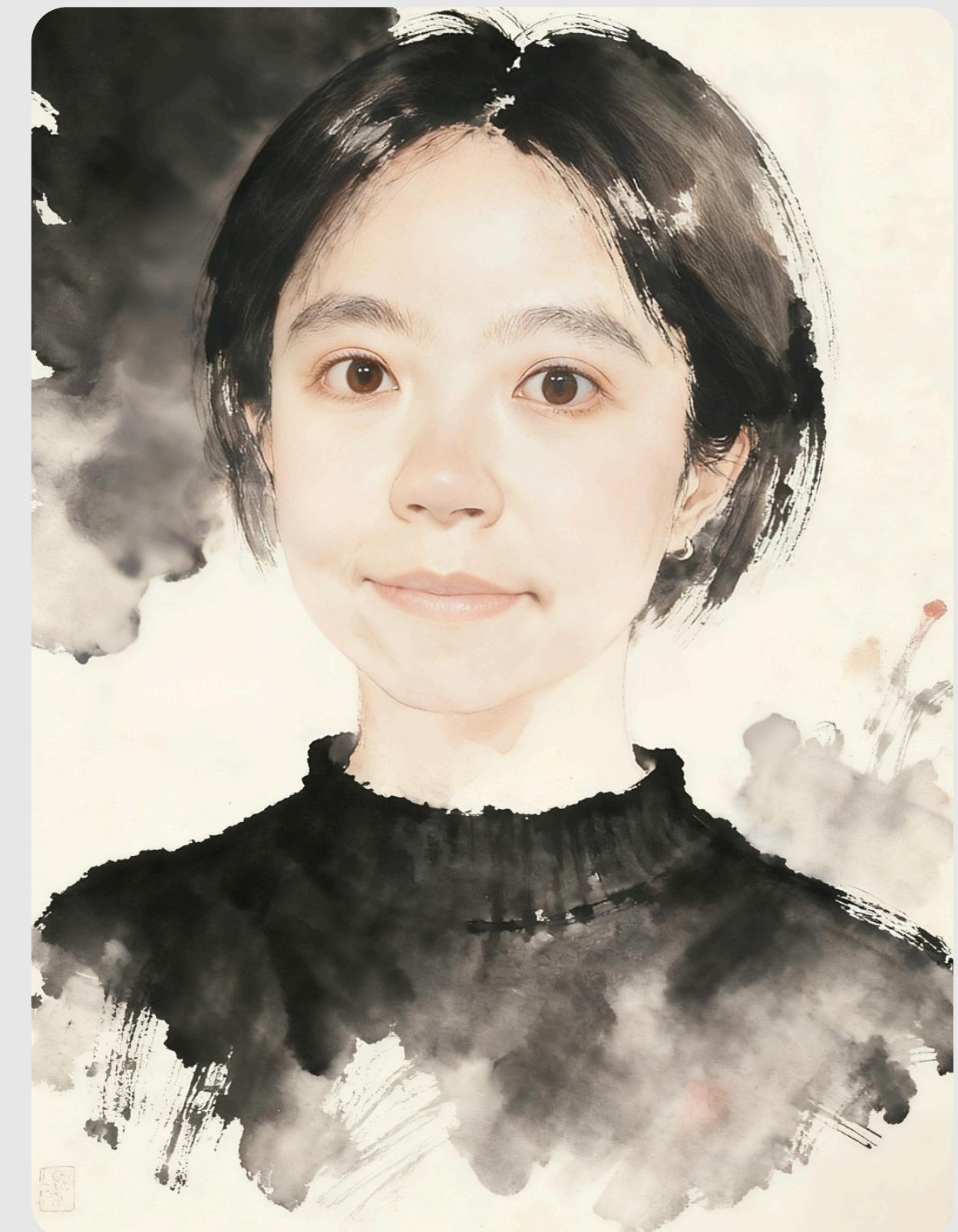
A Coordinator and Team Player

mastering cross-functional & cross-market collaboration.

Python; SQL; Web Develop (basic)

Product Developing; API Integration; Test/ Debug/ Troubleshoot

Product & Business Analysis



I Specialize in...

Tech Edge

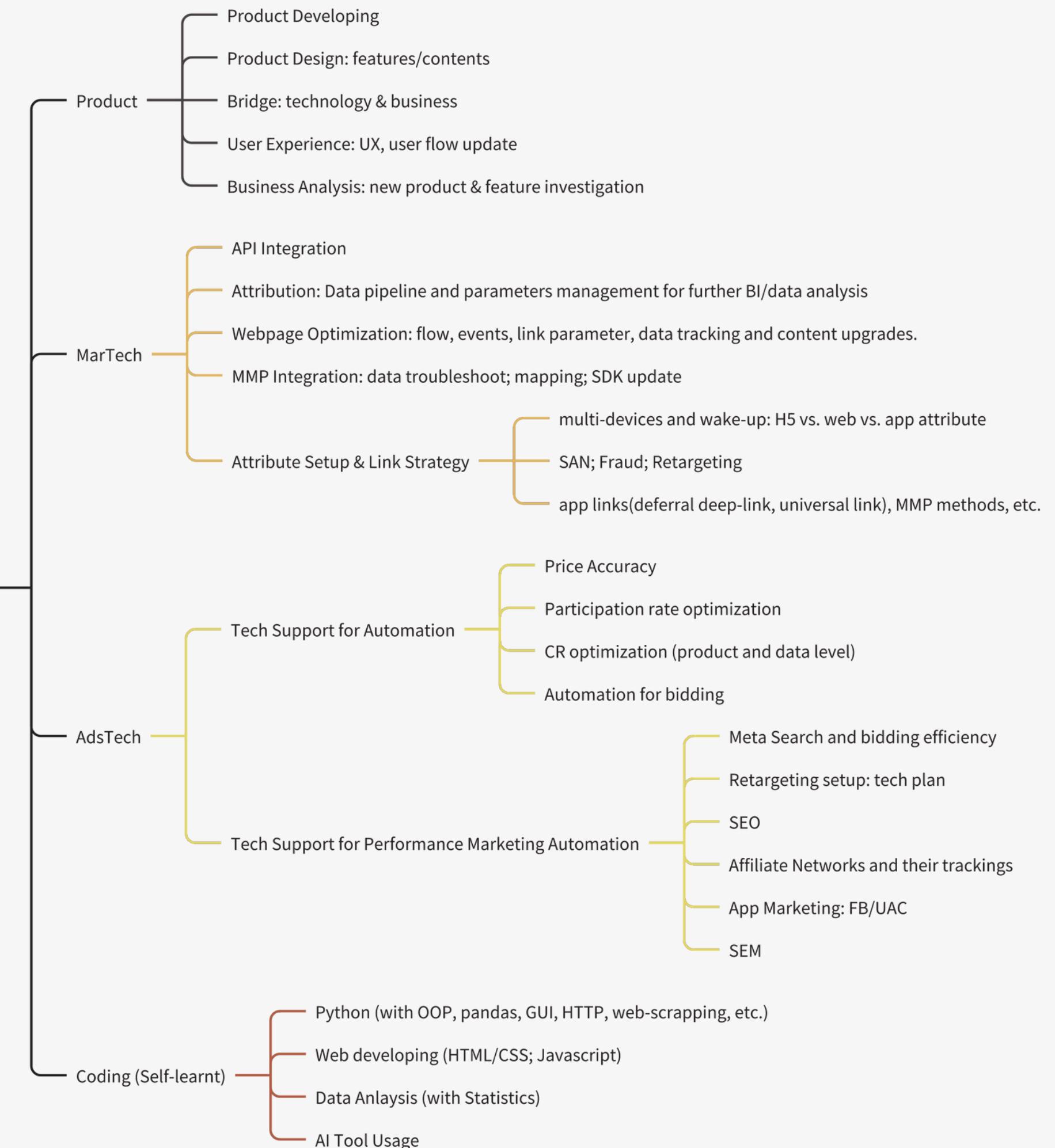
- **Tech Translation**
- **Product Solutions**
- **AdTech & Martech Integration**
- **Business Analysis**

Human Edge

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

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

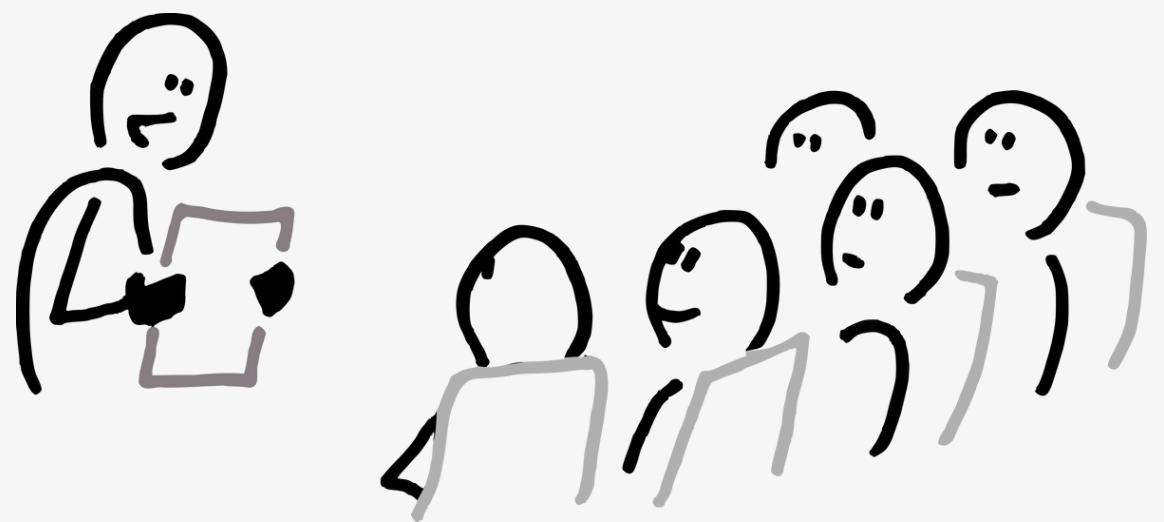
My Skillkit



My Work Showcases

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

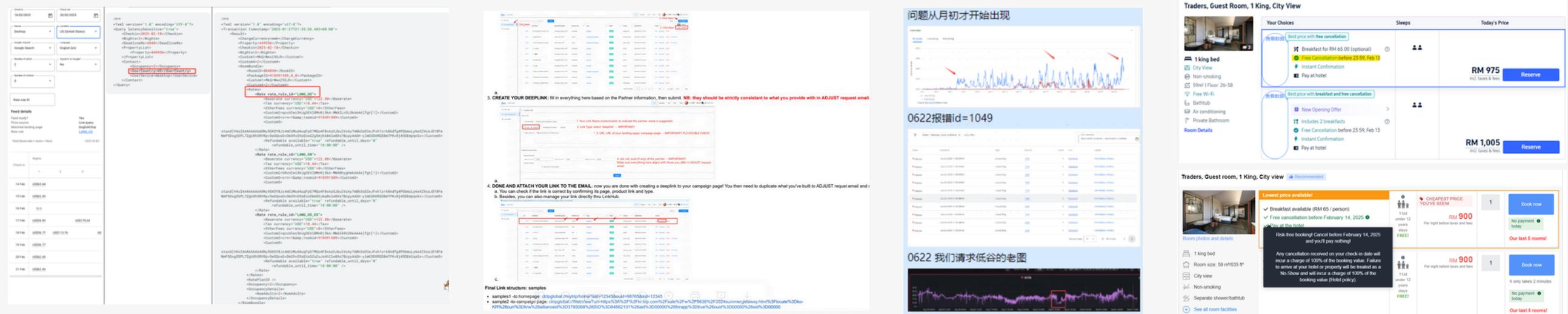
“ I build product and technology that performs beautifully and communicates clearly — because great products don’t just work; they connect.





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 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	8.39%	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 21st and then declining. The third chart shows tonow installs peaking at 3,271 on March 21st 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	27	1879	8089	8089	0.00%	0.00%	0.00%		
13101608	14026283	AppMarketing	47	10576	前削	4	248	2944	2944	0.14%	0.14%	0.07%		
10781442	20846282	AppMarketing	13	215	前削	2	11	20	1730	365	1022	0.63%	0.63%	1.73%
14889	4138110	SEO	56	2145	30	6	2	13	144	447	60	0.61%	0.63%	1.65%
10781628	20846282	AppMarketing	22	219	9	8	131	244	244	0.10%	0.10%	0.08%		
13014660	20849552	App Marketing	211	4995	58	59	94	963	622	2958	0.42%	0.42%	0.34%	
13034660	41429723	App Marketing	39	969	33	3	3	940	19	30	0.23%	0.23%	0.00%	

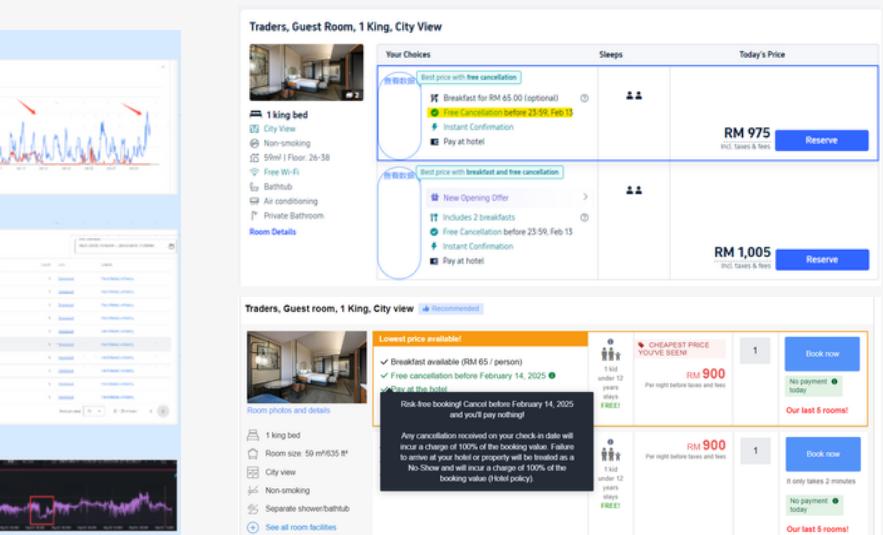
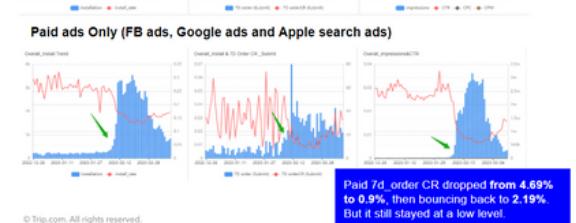


Overall (both paid and non-paid included, pre-load excluded)

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.

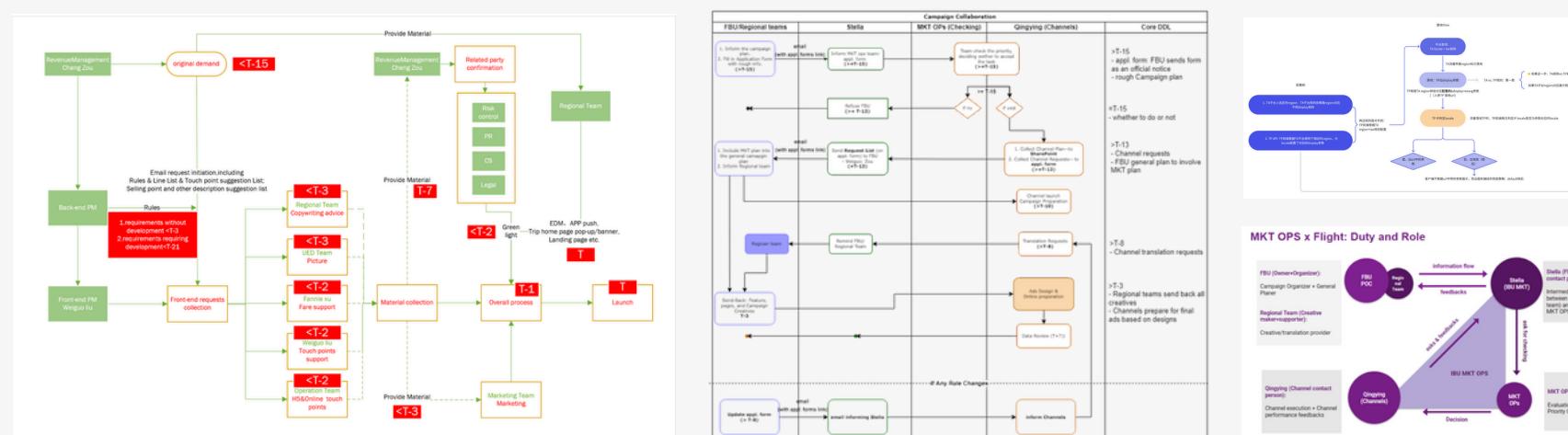


Trip.com 1:
Optimizing Product and Customized
Mapping/Events Strategies, bringing up
efficiency by 10%.

Clarifying Specs and Troubleshooting.



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



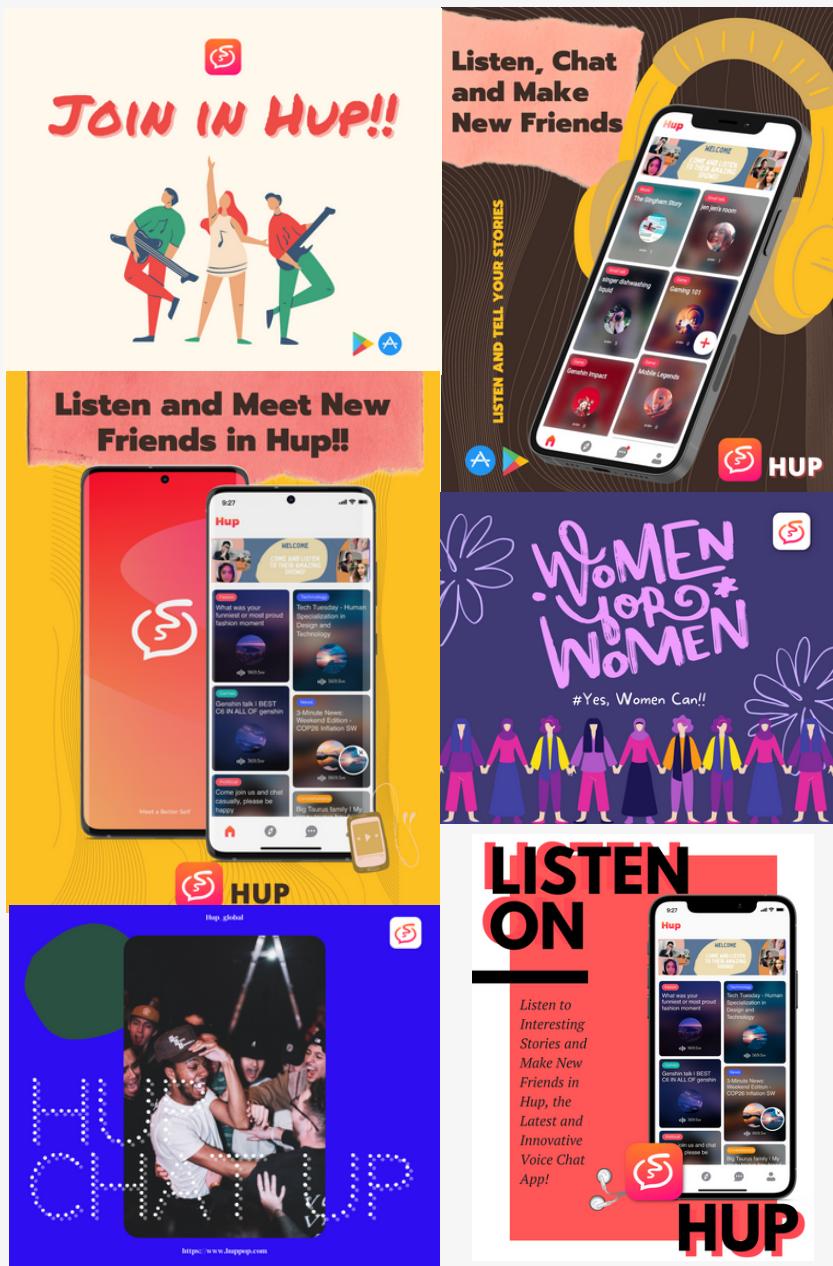
Trip.com 3: Clarifying Product & Coordination Flow that Smoothed Internal & External Integration.

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

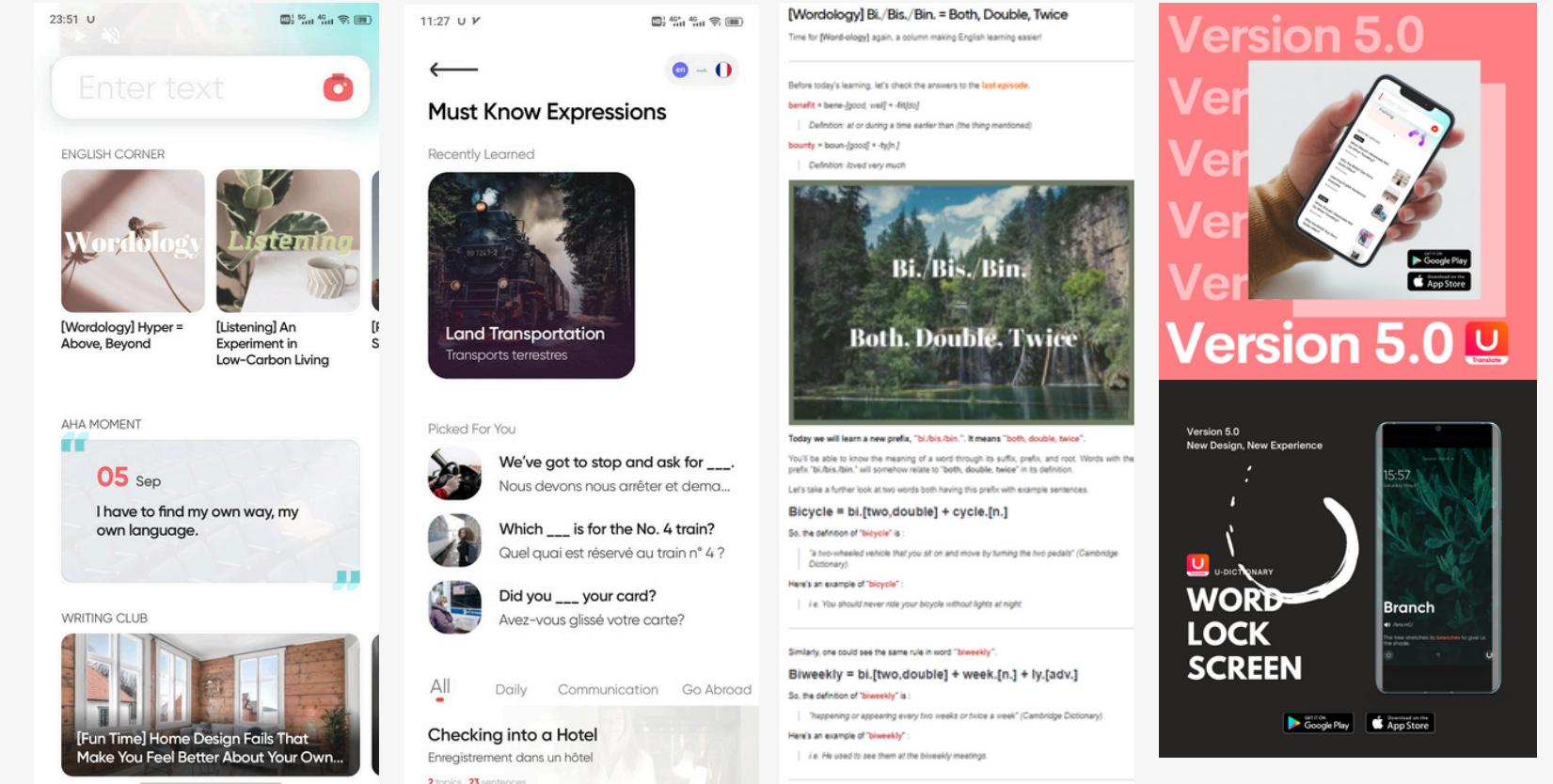


2 Features & GTM

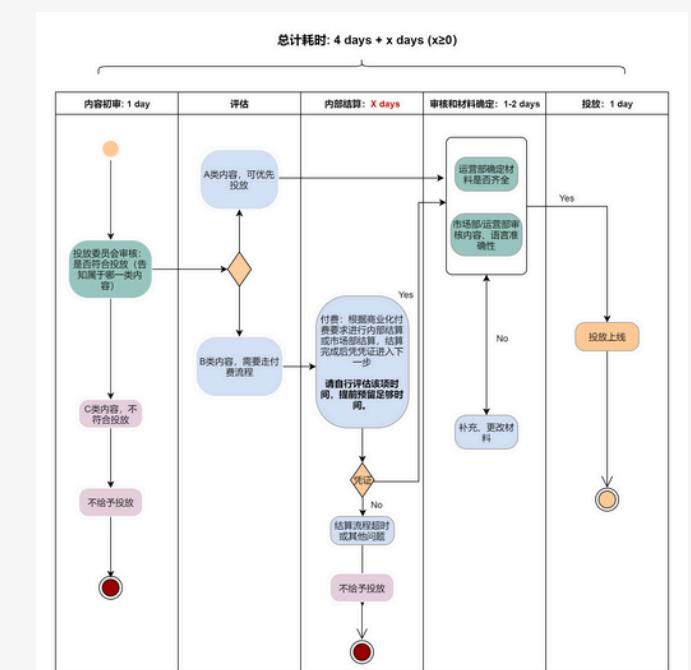
Product Developing for Strong Presence and Involvement



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		中文内容制作		日文内容制作	
负责人	内容	负责人	内容	负责人	内容
English Corner: [Grammar]	English Corner: [Poem]	English Corner: [Idiom/Proverb]	English Corner: [Poem]	English Corner: [Song]	English Corner: [Song]
English Corner: [Word for Today]	English Corner: [Song]	English Corner: [Word for Today]	English Corner: [Jane Eyre]	Kaleidoscope: [Speak]	Kaleidoscope: [TED]
Kaleidoscope: [Speak]	Kaleidoscope: [Tips]	Kaleidoscope: [Reading]	Kaleidoscope: [News]	Spelling Check: [Speaking]	Spelling Check: [TED]
Spelling Check: [Writing Club]	Spelling Check: [Reading]	Spelling Check: [Writing]	Spelling Check: [News]	Writing Club: [Reading]	Writing Club: [Writing]
Writing Club: [Writing]	Writing Club: [Writing]	Writing Club: [Writing]	Writing Club: [News]	Writing Club: [Writing]	Writing Club: [Fun Time]

信息流文章优化计划:		
信息流文章优化计划 (shimo.jm)		
小语种投放		

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

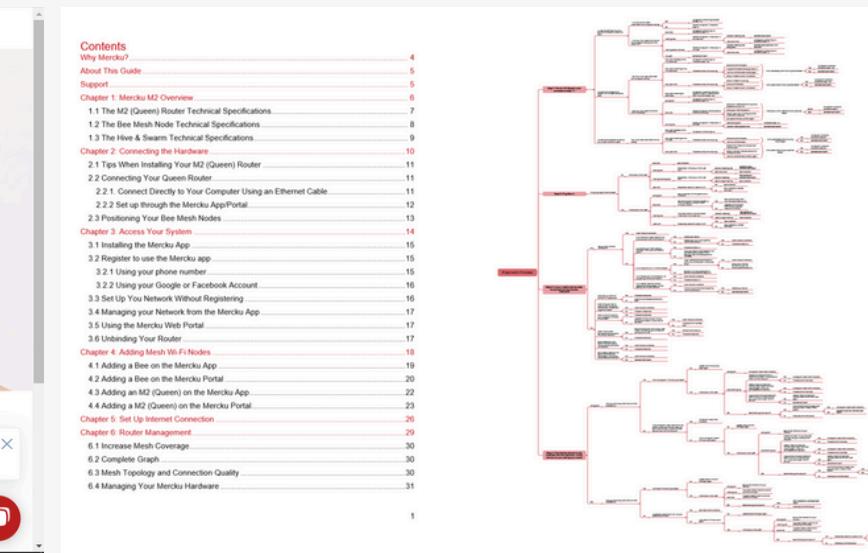


 General

 Technical Support

 Network Settings

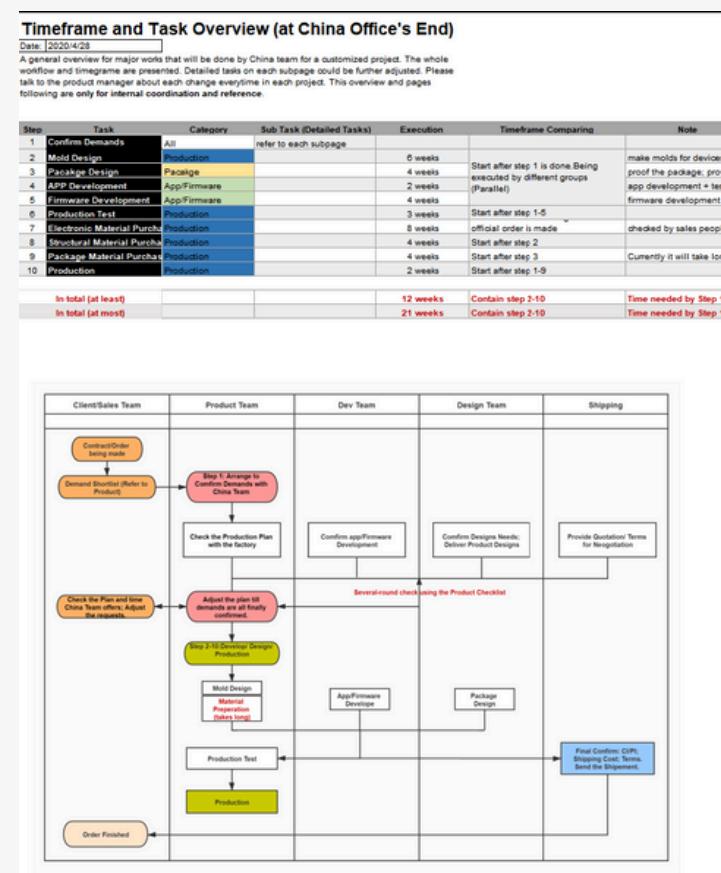
Hi, I'm MerckuBot.



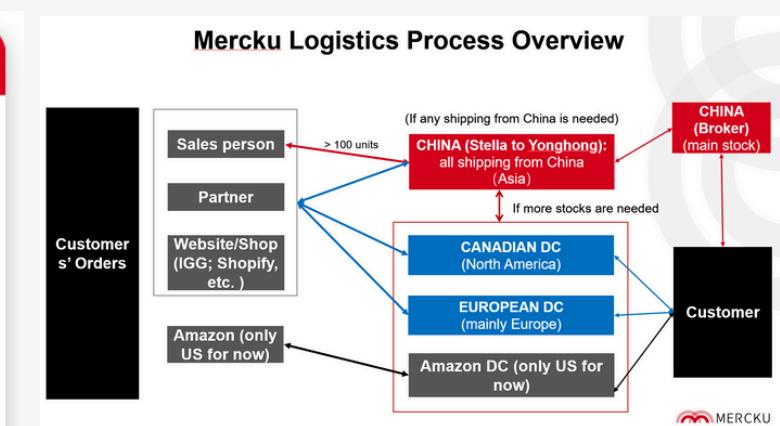
Merku M2 vs. tp-link Mesh Wi-Fi				
Key Solutions	Merku	Deco M4	Deco M5 (2-pack)	Commentary
Modular mesh Solution	Hive: 1x M2 (Router) 4x Bee (Beacon) Swarm: 3x M2s (Router)	2x Deco routers (1 gateway router and 1 node router)	2x Deco routers (1 gateway router and 1 deco router as nodes)	Merku's modular 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 Merku 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)	Local & Remote Management Browser Based & Mobile (Android/iOS) & Bluetooth	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	2 internal dual-band antennas per unit	4 internal 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, Static IP, NAT, L2TP, VPN, Passthrough, Port Forwarding, MAC Cloning	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 Merku system
Promoted Wi-Fi coverage area	Hive: 5000 sqft Swarm: 6000 sqft	1 unit: 2600 sqft 2 units: 3800 sqft	2-pack: 3800 sqft 3-pack: 5500 sqft	Industry leading modularity support the perfect balance of customization and coverage

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

Design Checklist: ORION		2) Design Checklist	
This checklist collects clients' requirements of the Clients, to avoid misunderstandings and create alignment with the design team.			
Category	Subtask	Description and Information Required	Illustration/Example
Important	Product	<p>Product Name: We need to know the name of the device in advance in order to plan the design.</p> <p>Product description: How devices will be marketed for your audience. 1. Simple MD; 2. Simple box; 3. Swatch set; 4. Infographic.</p>	
	Color Box Design	<p>Planning box of every single device. Need to confirm:</p> <ol style="list-style-type: none"> 1. Product name/the single device: a. MD/Queen; 2. Color and brand; 3. Translated content: content could only be adjusted according to device space. You cannot additively any contents. 4. Design: send us your design or send us the link which fits to Merck's design, or send us your own design. 5. Size: we need to know the dimension of the box: A: 11" x 11" Queen, B: 11" x 11" x 11" (10.2in), C: 11" x 11" x 11" (10.4in). 	
	Swatch (color swatches, for sales only)	<p>Need to confirm:</p> <ol style="list-style-type: none"> 1. Product name: a. Red, B. Black; 2. Color and brand; 3. Translated content: content could only be adjusted according to device space. You cannot additively any contents. 	
	User manual	<p>Need to confirm:</p> <ol style="list-style-type: none"> 1. Product name; 2. Color; 3. Translated content: content needs to be adjusted according to device space. 4. Design: You could stick to Merck's design, or send Merck's own design. 	
	Label stickers (packaging)	<p>What's allowed for packages:</p> <ol style="list-style-type: none"> 1. Dimension: cannot be changed; 2. Color: color: 85 mm x 100 mm for MD and New MD; 85 mm x 100 mm for box; 85 mm x 30 mm for Queen and King; 3. Translated content: one could stick to Merck's design, or send your design to Merck; 4. Color white only: Cannot be changed. 	
	Label stickers (product)	<p>Label stickers at the bottom of the product body:</p> <ol style="list-style-type: none"> 1. Translated content: could be adjusted according to product space; 2. Color: colors vary. Cannot be changed; 3. Shape: cannot be changed. 	
	Header surface box	<ol style="list-style-type: none"> 1. Logo (including logo for master customer box label); 2. Translated content: could be adjusted according to product space; 3. Material, size and other design cannot be changed. 	
	Color	<p>Color of the product body:</p> <ol style="list-style-type: none"> 1. Merck design: black; 2. If you want to change the color, please provide the detailed color code; 3. You could also send Merck a physical sample with your preferred color. 	White
	Logo	we will change the logo.	TomTom logo
	Videos	<ol style="list-style-type: none"> 1. Audible: English by default; 2. Audible: English by default; 3. Logo: we cannot change the logo. 	<p>Yves: MD installation = MD advertising = "Sales" Agnès: Product advertising</p>
<p>Timeline</p> <p>1) APP and Firmware 2) Design 3) Production 4) Shipping</p>			



A screenshot of a mobile application titled "Product assistant Mercku". The top navigation bar includes a back arrow, the title "Product assistant Mercku", a "MENU" button, and a close button (X). Below the title is a "PREVIOUS" button. The main content area features a large question "What best describes your situation?" followed by four red rectangular buttons with white text: "I want to troubleshoot a problem", "What is the return policy?", "What is the warranty policy?", and "I want to learn more about your network features". To the left of the main content, there is a vertical sidebar with partially visible text: "d test them", "samples of", "et", "than usual.", and two red text items: "cluded" and "cluded".



A	B	C	D	E	F	G	H	I
Company	Support page components	Ways to Support	Chatbot	Live Agent	Community	B2B B2C	Mobile	Website
2 TPLink	Download Center FAQs Community Contact technical support Compatibility list (i.e. 3G-4G, Print Server)	FAQs hotline Support email Support Community	Y (only in Chinese) - article searching and live agent	Y (hotline)	For Home as Only in Comm Eng & C	https://www.tp-link.com/en/support		
3 Cisco								
4 Comodo								
5 Context technical support								
6 Compagility (list i.e. 3G-4G, Print Server)								
7 Rapoo	Replacement & Warranty Training & Technical Support Technical support and professional training provided by Tykole							
8 Tylake	Emulators view web interface of different products FAQs							
9 TP-Link	Download center: the products of TP-LINK partly contain software code developed by third parties.							
10 Cloud Service Status								
11 Negetar	Negetar Video							
12 Negetar	Categorized by the type of products Download Center Services status check: status.negetar.com	Knowledge Base (product User Guide and Documentation Cloud Service Status Negetar Premium Support (paid))	N		V (only for PiFor Home and For Business ? Imagine	https://www.negetar.com/support		
13 Google	Help Center Community	FAQs Knowledge Base email support other (public wifi specialists): 6.00am PT - 10.00pm PT Facebook/Twitter Ask the Community	N	Y	Y	N	depend	https://support.google.com/pic
14 Mesh Force	FAQs/Knowledge Base Troubleshoot (articles) Feature Introduction / Product Support	FAQ Knowledge Base Email support Chatbot	Y - article searching and leave messages only	N	N	N	N	http://link.meshforce.com/en/
15 eero	Help center (articles)	Knowledge Base	V (fresh desk) - article searching and create email ticket	N	N	N	N	https://support.eero.com/hc/en-us

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.

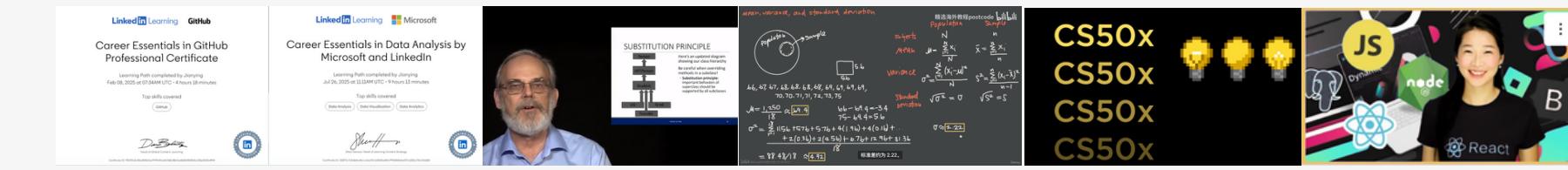
I believe the most meaningful work is not always what is seen, but the unseen foundation that makes the visible possible.



”

A Bit More About Me...

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

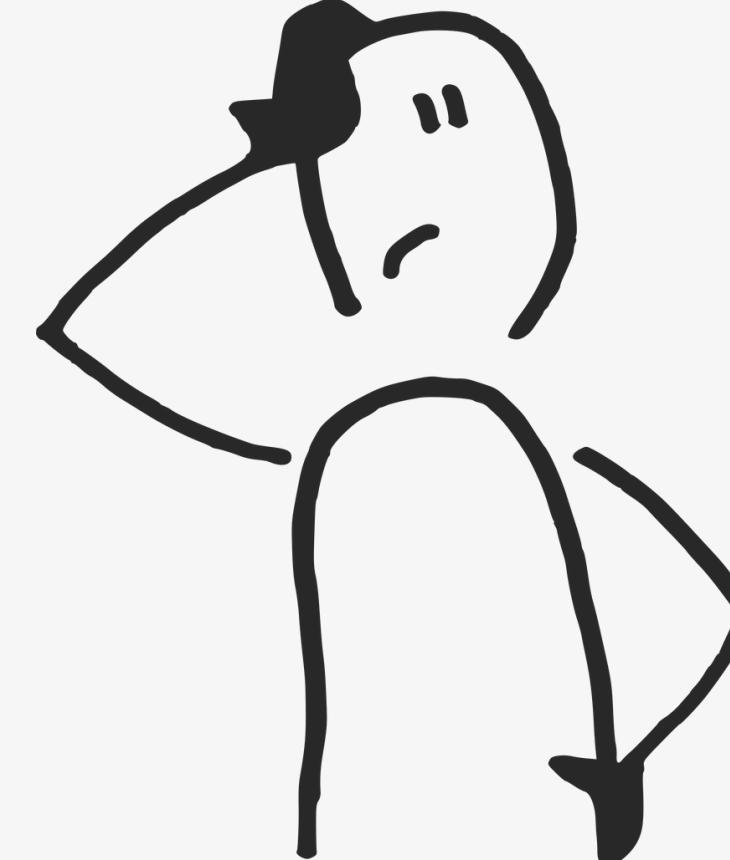


Self-taught through a wide range of online courses, from coding to AI to mathematics.

“ 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!

E: stella33299@gmail.com

P: +46 734268276

Lars Kaggsgatan 41522, Göteborg, Sweden

[Linkein](#)/[Github](#)