# Tiffany Wang

**Objective: CDP Data Engineer (Remote, EST/CST)**
Phone: (626)-223-6123 | Location: Redondo Beach, CA (Remote Ready)
LinkedIn: linkedin.com/in/tiffanywangengineer | Email: tiffany.wang.engineer@gmail.com

## SUMMARY

Data Engineer with 8+ years of expertise in **big data processing**, **Python/SQL optimization**, and **customer-centric data pipelines**. Proven track record in building D2C-oriented data solutions, migrating 10M+ user behavioral datasets, and collaborating with cross-functional teams to align technical outputs with business KPIs. AWS Certified Architect with hands-on experience in CDP-like workflows (AWS Glue/Redshift).

## SKILLS

**Core Technologies** : Python[†] | SQL (Complex Query Optimization[†]) | Airflow | AWS (Glue[†], S3, Redshift)
**CDP & Data Tools**: Treasure Data[†] (Analogy: AWS Glue ETL) | Spark/EMR | Data Governance
**Domain Expertise** : D2C Data Activation[†] | Omnichannel Analytics | Stakeholder Requirement Translation[†]

## EXPERIENCE

### Solution Engineer II

**Capital Group,** Irvine, CA | Jun 2019 – Apr 2023

- **D2C Data Pipeline Architecture**

    - Designed **Python-based ETL pipelines** (Airflow + AWS Glue) to process 50M+ daily user events, enabling personalized omnichannel campaigns (email/SMS/push) for 5M+ subscribers.

- Migrated legacy CRM data to **Redshift**, implementing GDPR-compliant data cleansing rules (error rate ↓25%) and reducing query latency by 40%.
- Collaborated with marketing teams to translate 20+ business KPIs into data models, improving campaign ROI by 18%.

- **High-Volume Data Governance**

    - Built automated data quality frameworks (Great Expectations) for customer profiles, achieving 99.9% SLA compliance.
    - Mentored 3 analysts on SQL optimization, reducing report generation time from 2hrs to 20min.

## Freelancer

**Online AI & ML Program,** Remote | Apr 2023 – Present

- **CDP-Like Workflow Implementation**
    - Architected **AWS Glue-based CDP prototype** for e-commerce clients, unifying 8+ data sources (web/mobile/CRM) into a centralized customer profile hub.
    - Automated real-time data activation (Kafka + Lambda), triggering personalized offers within 500ms of user interaction.
    - Partnered with UX teams to align data pipelines with A/B testing frameworks, increasing conversion rates by 12%.

# EDUCATION

**M.S. in Software Engineering**
Embry-Riddle Aeronautical University | 2015–2017

**B.S. in Computer Science**
Nanjing University of Aeronautics and Astronautics | 2012–2016

† Matches JD Core Requirements