



DAVID DING

EDUCATION

Nanjing University of Information and Science Technology
Information & Computing Science (**Mathematic Major**)
2012.09 – 2016.07 Bachelor's Degree of **Science**

WORK EXPERIENCE

Dentus · Merkle Inc Senior Technical Lead

2016.01 – 2019.11

Merkle Inc is a Dentus Company and is a Data-Driven Performance Marketing Company. **Merkle** provides full **eco-service with data technology**, including **database operating, Business Statistics, Analytics and Modeling** for online and/or offline retailers to help them win in modern market.

The team where I worked is digital marketing and analytics. We served a lot famous retailers in industries including **Consuming, Luxury, Accessory, Insurance, Food, Vehicles** etc., We are dedicated to using tracking **tech and data solution** to meet clients' requirements of **digital data tracking, UX experience optimization, product promotion application** etc. to extend business chances and win high fame, high praise and high profit from market.

Responsibilities & Achievements:

- As a Solution Architect, provided **data solutions** and **architect design** on Analytics Data Solution including:
 - Data Collection(Tagging Track)
 - Data Cleansing
 - Data integration
 - Data Analytics & Reporting
 - Data QA
 - Data Modeling and Application.
- As an experienced **Project Manager**, manage project goals, roadmaps, progress, milestones, deliverables with methodology and tool
 - Methodology: **Waterfall** or **Agile**
 - Tools: **JIRA** (project and ticket management), **Confluence** Page(Knowledge Tool)
 - CICD** Tool: **Jenkins** + **Git**
- As a **team lead** leading 3 developers to complete development, test , delivery jobs
- Contributed on Marketing Automation and Data Solutions Tech like:
 - Adobe Marketing Cloud** Eco(Adobe Analytics, Adobe Launch(DTM), Adobe Target, Adobe Audience, Adobe Campaigns, Adobe Data Feed)
 - Google Marketing Platform** (Google Analytics, GTM, Google Optimize, Google Audience Management, Google Ads, Google Big Query)
 - Google Cloud Product**(Computing Engine, Google Container(Kubenates), Google Functions)
 - CDP/ DMP**: Bluekai, Unica, Self built Data Laker
 - Huawei, Alibaba, AWS** Cloud Product (SQL and no-sql storage, virtual machine, networking)
 - Hadoop Eco** (Hadoop ,Hive ,HBase), Spark, Flink

BRIEF

Deep in area of **Digital Marketing, Internet, Retailing Industry**, I have been working as a **coding developer for almost 8 years**, as a **delivery leader** and a **solution architect** for at least **5 years**, and as a **team leader** and **project manager** for at least **4 years** with experience of **from 0 to 1** tech team **startup**.

I do well in **managing team** relationship including teams' emotions, expectations, team work, etc. I am also an excellent **troubleshooter** who is good at issue analytics and idea making to solve the problems with a '**can-do**' attitude and as a great **multitasker**.

I could handle at least two types of **project management**, which are **Waterfall** and **Agile**, according to the certain requirement.

I have **6 years + clients facing experience** which is proven to be applicable at **pitching** tech project, **contacting and cooperating** with clients' IT as an expert and a solution architect, **replying to clients concerns**, solving clients' problems and **comforting client** in calm-down way.

I'm a **crazy lover** in areas of **Technology, Data science, Data Product, Creative Digital Marketing, Retailing, MA** area. I'm mainly targeting at technology and tech team and with full passion doing **tech innovation** researching and application.

CONTACT

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HOBBIES

Touring
Food & Cooking
Ball Sports
Reading & Watching
Designing

- **Middleware:** Redis(Cache) , Kafka(Message Queue) , Zookeeper (Task Coordinator)
- Contributed on Analytics, Reporting, Modeling:
 - **Analytics:**
 - User Behaviors
 - User Path
 - Heat Map
 - Potential Interest
 - Purchase Intention
 - Sales Contribution Factor
 - **Reporting:**
 - Sales Performance
 - Channel Performance
 - Product Performance
 - Campaign Performance
 - ROI Reporting
 - Audience Inspections.
 - **Modeling:**
 - Real-Time or Near Real-Time Product Recommendation
 - User Profiling and Modeling Application
 - ROI Modeling and Control

Impact Radius Inc. Technical Solutions Manager

2019.12 – 2022.06

Impact Radius Inc. is a solution provider that is devoted to building up a partnership bridge between brands and media partner, with Partnership Cloud (Formerly known as Impact Radius), a SaaS Platform, to promote performance marketing and help brands and media partners win business.

Responsibilities & Achievements:

- As a **technical manager**, recruit, guide, and manage technical talents for the long-term development of the technical team and technical sales support team
- Manage and develop a technical team to **develop the PartnerShip Cloud China version**.
- As a **solution architect** design and build **a highly available and scalable cloud device system architecture** for PartnerShip Cloud CN.
- As a **modeling lead**,
 - **Establish data modeling standard**, on data, modeling, algorithm, coding, security and **set as a good practice** for long term team and platform development.
 - Organize algorithm engineers and development teams to jointly develop **intelligent reports and intelligent recommendation** modules for PartnerShip Cloud
- **Client Facing and Maintenance:**
 - Help client **onboarding Partnership (new setup)**, system integration, troubleshooting, bug tracking.
 - **Support** reporting needs, account opening, function renewal, permission management.
- Provide **feasible strategic plans and solutions for the business team** in China from the perspective of **technology and industry trends**, and indirectly **drive the sales performance** of the entire China region by implementing the technical solutions.

Simon Electric (China) Co., Ltd Technical Manager

2022.7 – Present

Simon China is a well-known brand supplier in Spain that produces switches and lighting fixtures, and is also a cutting-edge pioneer in this field.

I work in the IT department of Simon China, where I am responsible for the development and maintenance of **IT and data solutions** for the entire Simon Asia Pacific Group in collaboration with the department director. Based on UFIDA's u9 system, we have developed the **MUSIC9 system** (including **M9 mobile application, U9 ERP system, S9 supplier system, I9 comprehensive office system, C9 distributor system**) to deepen the automation, workflow, and electronic development and reform of various business scenarios at the company level.

Responsibilities & Achievements:

- As a **technical manager**, lead development and test team to design, develop, delivery the module functions of Simon Comprehensive Platform Based on U9 ERP System
- As a **solution architect**, take charge of
 - **Optimization job**: optimize and redesign system architect, optimize big query SQL.
 - **Maintainance job**: Server, Networking & Router, Cloud Frustrations
 - **CI/CD**: help establish regular CI CD piple
 - **Big Data solution for BI and Reporting**: help manufacture function enhance production capabilities and cut down the relative cost.
- As a **trainer** and **coach**, traning junior and senior developers in coding standardization, data security

SKILLS

Project Management

- Waterfall Management
- Agile Management & CI CD
- Budget Management & Pricing, Workload Calculation

Programming & Architecting

- **Java Spring Family**: Spring MVC Spring Boot, Spring Cloud, Spring Cloud, main class Middleware (Eureka, Gateway, Ribbon), Maven/Gradle,
- **Programming Language**: C#,Java, Python, JavaScript (Node.js),PHP, Swift, Objective-c, Scala
- **Template Engine**: Ejs, Free marker
- **Other Framework**: Express, Vue.js, Quasar (Based on Vue), Bootstrap, jQuery, CodeMirror, d3, Echarts, Razor Page
- **Database & Middleware & Web Service**: MySQL, Postgre SQL, Oracle DB, Kafka, Redis, Hadoop, HBase, Nginx, Tomcat, Docker
- **Flow Processing Engine**: Spark, FlInk
- **Version Control**: Git, GitHub.com/Gitee.com, Gitlab,TFS
- **Testing Tool & Tracker**: JMeter Cluster, Postman, Python Automation, Swagger UI, (TDD) Jasmine, Jira,
- **Cloud Product**: Windows/Linux VM, Google Cloud, K8s, Huawei Cloud, Aliyun Cloud, Azure, AWS

CERTIFICATIONS

Adobe Certified SiteCatalyst Processing Rules Test
Certification Date: Apr 2017 – Present
License: ADB402182

Google Analytics
Certification Date: Sep 2016 – Present

ACCOUNTS & PROJECTS

DATA MARKETING ANALYSIS SOLUTION

Project based on Impact Partner Marketing Automation Platform

During: 2020.07 – 2022.07

Accounts: Parzin, Minstinct, Bookey, Cowinaudio, Fansidea, Anycubic Banggood, Adidas

Content:

- Guide the application support engineering to help customers successfully connect and launch their websites, apps, mini programs, and other applications with the impact partner marketing platform
- Ensure that customer order tracking data is correct
- Leading the team to develop feature application systems for specific large customers

Projects based on Adobe Analytics or Google Analytics

During: 2016 - 2018

Accounts: Estée Lauder, NBA China, Levi's China, FCA USA, FCA Asia Pacific, AIA, Metlife Insurance, Abbott, Wall Street English, Victoria's Secret, Arrow China

Content:

- Develop Adobe based data marketing solutions, including data label auditing, data QA, data solution design, project implementation, testing (manual&automatic) maintenance, cross domain data integration, data application, and other projects.

Projects based on the DMP platform (IBM Unica, Oracle BlueKai, Adobe Audience Manager, Google Audience Management)

During: 2016 - 2018

Accounts: Officework, SIA (Singapore Airlines),

Contents:

- Develop data labels and third-party channel data for brand owners based on customers' first party CRM system data and second party data platforms, set mining rules for crowd profiling, bind to specific advertising platforms, or selectively conduct A/B Test on landing pages to obtain new customers and facilitate process transformation.

DATA SOLUTION

Merkle Data Marketing Application System

During: 2016.07 – 2019.11

Contents: This project is a data marketing system developed by Merkle's team to better optimize business strategies and achieve higher visibility, user volume, and conversion rates for serving numerous well-known service brands and retailers. The aim is **to better collect, integrate, analyze and model data, develop near real-time applications, and strengthen the display and application of customer acquisition and profit factors** presented by past data in future online and offline business activities. The system includes functional modules such as **data collection, data cleaning, data modeling, data analysis&BI report, application construction**, etc.

Tech Stack:

- **Service Architecture** : Spring Cloud + Kafka + Redis + Hadoop 生态 (Hive+HBase) + Oracle
- **Programming Lang& Framework** : Java Spring + LayUI + Python + TensorFlow

IKEA - Product Recommendation System

During:2018.01-2019.06

Contents: The purpose of this project is to 1) **model and analyze data** sources captured through Adobe Analytics. Within a given time frame, potential consumption conversion intentions will be analyzed through user characteristic and behavioral data, and **product recommendations will be fed back to page visitors in real-time**, including recommendations for the products that users want to purchase, recommendations for products that users may be interested in, and peripheral recommendations for products that users are interested in, High value product recommendations for user history browsing, etc. 2) Provide a marketing personnel management interface to manually adjust recommended content.

Tech Stack:

- **Service Architecture:**Java Application HA Architecture+ Redis Master-Slave + MySQL (2 Master+4 Slave) Cluster + Node Js Application + Docker + Nginx + Spark
- **Programing Lang** : Java + py-spark + javascript

Focus & Obstacles:

- **Matching user profiles with product features**

Partner Automated Marketing Platform

During:2019.12 – 2022.07

Contents: This project is a secondary development of SaaS in China by the Impact team to better select overseas media partners for serving numerous domestic and overseas brands and retailers, and to produce some features, functions, UI&UX that are suitable for local Chinese customers' usage habits. The platform is divided into brand merchant entrance, partner entrance, and impact administrator entrance.

Tech Stack:

- **Service Architecture:**Spring Cloud 、 K8s、 Hadoop Eco-system (Hive+HBase)
- **Programming Lang&Framework:**Java Spring + Bootstrap + Angular.js

Focus & Obstacles:

- **Cooperation data tracking API:**
- **Collaborative data aggregation processing**
- **Traffic restrictions:**
- **Analysis of order attribution:**
- **Fraud traffic attack**