



# DAVID DING

## EDUCATION

Nanjing University of Information and Science Technology  
Information & Computing Science (**Mathematic Major**)

2012.09 – 2016.07 Bachelor's Degree of **Science**

- **Merit student** with a totally hands-on **graduation design** of a PHP **Web-Based Navigation App** using an enhanced Dijkstra Algorithm, of which **enhancing the Dijkstra Algorithm** is a highlighted point in this design.
- **Passed Cisco Certified Internet Expert – Routing & Switch (CCIE)** at school.
- **Math-based Course:** Mathematical Analysis, Advanced Algebra, Analytic Geometry, Probability Statistics, Discrete mathematics, Functions of Real Variable, Functions of Complex Variables, Ordinary Differential Equations, Partial Differential Equations
- **CS-Based Course:** MATLAB Programming, Numerical Calculation Method, Operations Research, Computer Network, C language, Java Language, JSP Web Page Programming, Compilation Principle, Algorithm and Data Structure, Database Application Technology, Software Test Principle, Operating System

## 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.

## 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**

## CONTACT

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## HOBBIES

Touring  
Food & Cooking  
Ball Sports  
Reading & Watching  
Designing

- 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(Kubernetes), 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
  - **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.

**Impact Greater China** just started its business in China in 2019 and has been having booming increasing on sale and market share till now. It signed hundreds of brands and many media partners in China. And it is really growing faster than you could imagine.

### 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, such as upstream and downstream supply chain, B2C e-commerce end, marketing, production line, sales business line, production and research line. Effectively improve the work efficiency of various departments.

#### **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

### Working Tactics

- Multiple Task
- Resource Allocation, Project Plan, Cross Team Collaboration
- Self-starter, Self-Disciplined
- Critical thinking & Comprehensive Thinking & Strategic Thinking, Think as a marketer, a brand owner, a team forerunner
- Presenter & Analytical Thinker & Story Teller.

### Team & People

- Career Advisor
- Emotion and Feeling Mastery
- Work Enablement & Team Motivation & Idea Lighting
- Listener & Thinker & Communicator

### 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

### Product & Prototype & UI UX Design

- Axure
- Microsoft Visio
- XMind
- Google Diagram

## CERTIFICATIONS

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

Google Analytics  
 Certification Date: Sep 2016 – Present

Cisco Certified Network Professional  
 Certification Date: Oct 2014 – Present

CCIE R&S  
 Certification Date: Mar 2015 – Mar 2017 License: #47820

CET-6: 533  
 CET-4: 574

## ACCOUNTS & PROJECTS

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### 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, AlA, 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.

## **SOFTWARE SYSTEM & 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

**Focus & Obstacles:**

- **Permission Definition Management:** It is necessary to strictly define the table structure for corresponding companies, assets, personnel, asset user groups, positions, departments, roles, permissions, and menu items. The broad definition of relationship links between fields includes one-to-one, one-to-many, many-to-

one, and many-to-many to adapt to complex logic that may change.

**Permission Setting Logic:**

1. The principle of relative independence of unified account entities under the company: that is, a person can join different companies at the same time, and can access and be allocated data assets of the current company under the current company account.
  2. Join the user group of the fixed asset as a person
  3. Directly controlling permission logic through role settings does not support direct control of permission logic by personnel, positions, or departments.
  4. Personnel are directly linked to roles, and specific positions and departments are directly assigned basic roles when creating personnel. Subsequent role management is managed by department heads of each company.
  5. The permissions are divided into two levels and multiple items. The first level is the menu (page), and the second level is the function point. Multiple items are set according to the different business modules and function points in each grid.
  6. Support multiple roles for personnel. When obtaining permission items, the permission items for all roles of the current personnel are merged. When verifying permission items, check whether the corresponding menu or function node's permission items exist for all roles of the current personnel and are merged. If it exists, open permissions. If it does not exist, a warning will pop up!
  7. Support personnel to join a certain user group, set corresponding roles for a certain user group, and bind permissions.
- **Data Collection and Storage:** Integrate data sources from multiple data platforms such as Adobe Analytics and Google Analytics, use Data Flow and Data Feed to achieve real-time and regular data feedback, use the Hadoop framework to store the data, and perform some preprocessing (such as regular aggregation) on the data. Arrange data dump tasks through Kafka message queues and dump them to Oracle for future reference. Connect internal and external ERP, CRM databases, and DMP data to achieve a data center.
  - **Data Cleaning:** Develop an online visual and parameterized data cleaning UI, integrating various data processing codes such as SQL, Python, Scala, etc., to facilitate data engineers' online data cleaning and dumping.
  - **Data Modeling:** Using TensorFlow modeling engine tools to integrate SDK and develop online modeling tools, it is convenient for data modelers to extract the above data for diversity modeling, output corresponding model results, and functionalize the model for application output in subsequent application interfaces, including BI and AI applications.
  - **Data Analysis&BI:** Using ECharts to develop custom dashboards, it is convenient for data analysts to form specific data reports as needed. The data source of the reports can be backup data in Oracle after the data collection stage, or it can be directly output from the data modeling module.
  - **Data Application API&SDK:** Develop data API interfaces that can be integrated into customer e-commerce systems and APPs. Typically, these data APIs are composed of data source extraction, throughput, and modeling output functions as the core. A client SDK will also be developed to facilitate client programming and processing of data output in the API.



**Contents:** The project aims to upgrade and build a modern digital educational management system for a chain of foreign language training institutions, including teacher office OA, educational management, human resource management, performance evaluation system, procurement system, park protection system, institutional portal website, online shopping mall, and integrate online and offline resources across the country to promote sales and product service growth.

**Tech Stack:**

- **Service Architecture:** Spring Cloud Micro Service, K8s HA, Separate Service Design, Nginx Load Balance, Redis real time cache, mysql
- **Programming Lang&Framework:** Java Spring + LayUI

**Focus & Obstacles:**

- **Unified multi system user authentication and session asynchronous management:** Spring Security+JWT is used to solve the authentication consistency and effectiveness issues of single sign on for users in multiple systems, while local session asynchronous management is carried out in the Redis blocks corresponding to each service block.
- **The instantaneous concurrency of the academic affairs system business is large:** using K8s's dynamic virtual services for multi opening management, using K8s Nginx network programming, when the single instance traffic exceeds the predetermined threshold, K8s will be awakened to schedule and add service instances. When there are multiple read and write tasks, enable Kafka's message subscription mechanism to perform asynchronous read and write queue sorting on the data, and then check the database and Redis for message feedback through active periodic polling.
- **Permission definition management:** It is necessary to strictly define the table structure for personnel, positions, departments, roles, permissions, and menu items. The broad definition of relationship links between fields includes one-to-one, one-to-many, many-to-one, and many-to-many to adapt to complex logic that may change.  
Permission setting logic:
  1. All permissions are directly controlled based on role settings, and direct control of permission logic by personnel, positions, and departments is not supported.
  2. Personnel are directly linked to roles, and specific positions and departments are directly assigned basic roles when creating personnel. Subsequent role management is managed by department heads.
  3. There are two levels and multiple levels of permissions, with the first level being the menu (page) and the second level being the function points.
  4. Support multiple roles for personnel. When obtaining permission items, the permission items for all roles of the current personnel are merged. When verifying permission items, check whether the corresponding menu or function node's permission items exist for all roles of the current personnel and are merged. If it exists, open permissions. If it does not exist, a warning will pop up!
- **Visualization development of performance reports and intelligent evaluation algorithms:** collect, integrate, aggregate and calculate academic data from over a hundred institutions, and present it to headquarters institutions through BI.
- **Portal, e-commerce drainage, customer acquisition, and profit conversion:** Use Adobe Analytics, Google Analytics data tracking tools and analysis tools to collect online and offline traffic, model user behavior analysis, and analyze conversion factors, thereby helping the headquarters formulate and optimize marketing

strategies. Use A/B tools to optimize and test portals and e-commerce websites to enhance a better user experience.

## **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:** Extract a certain number of visitors and their short-term behavioral preferences over a certain period of time, perform clustering analysis to determine the final group of similar features, and obtain an approximate matching combination with product features. Rank the feature approximation index from high to low, and then match it with the feature values in the product label library to obtain the final product association, The algorithm for fine-tuning the quantity and order finally provides feedback on the specific recommended product location on the next login page of the visitor within a certain period of time (such as a session or a day), timely reaching out to the visitor, thereby stimulating their purchase intention and facilitating transaction conversion.

## **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:**

- **Permission Definition Management:** Similar Data Marketing Application System
- **Online cooperation signing process:** The brand selects the media partners they want to collaborate with through online screening, usually considering comprehensive factors such as cooperation rate, commission, traffic order conversion rate, and product track. The system aggregates and displays the data of these media partners through historical data aggregation for reference. After selecting the media cooperation intention, the brand sends a cooperation invitation to the media partner, and then the media



responds by signing or rejecting the contract online, including the distribution method of commission.

- **Cooperation data tracking API:** Media generates a redirect link to the customer's destination website or app through the Impact server, and places it on the media platform for traffic and order tracking. When the user reaches the customer's application and reaches a certain conversion event, record the customer's conversion event and specific conversion indicators (such as order number, order content, purchase time, purchase amount)
- **Collaborative data aggregation processing:** By constraining a cycle (usually a month), orders or conversion events are aggregated, and effective orders or events are separated and identified. The commission amount is calculated, and then confirmed or questioned within 45 days of the order generation (default). If confirmed, the brand needs to make a payment to the Impact bank account, and the Impact distributes the commission to the media.
- **Traffic restrictions:** In order to better adapt to the server traffic restrictions of the system's account level (including Base, Advanced, and Premium), there are usually corresponding restrictions for traffic orders at each level, such as Advanced level with 50000 valid orders or conversion events per month.
- **Analysis of order attribution:** Due to the possibility that the brand may not be able to use Impact (Affiliate) as a marketing channel for order promotion. Before a single order is completed, users often confirm the final order through multiple marketing channels. Therefore, some brands need to identify which pre paid channels have already invested in marketing for this order, so they do not want to make secondary payments to partners in the Impact. (Of course, this behavior may have a certain negative impact on the brand's cooperative reputation.) We will distinguish whether these orders have attribution from other channels and set attribution rules for the brand to avoid the brand's secondary payment.
- **Fraud traffic attack:** Through data screening technology, it is found whether there is any fraudulent behavior of cheating commissions in the order data of the brand. These usually occur in certain customers who only achieve download targets. Customers usually want to spend money to promote the brand, software, or product, but do not have any cash transactions. At this point, we need to identify such orders through IP, region, abnormal order data, etc., and determine them as invalid orders, as well as warn the media partners who brought these invalid orders.

### **Simon MUSIC9 system**

**During:**2022.07 – Present

**Contents:** This system is a comprehensive office system independently developed by Simon China Information and Finance Center to quickly respond to various business departments. This system is an online office system that integrates the business processes and functions of various business departments such as procurement, research and development, production, warehousing, logistics, sales, e-commerce, personnel, finance, etc. MUSIC9 system+E9 system: M9 mobile application app, U9 UFIDA system, S9 supplier system, I9c system comprehensive office system, C9 dealer system, E9 Lanling workflow system.

#### **Tech Stack:**

- **Service Architecture:** IIS + Redis + SQL Server
- **Programming Lang&Framework:**C# .net framework + RazorPage +MissUI.js

#### **Focus & Obstacles:**

- **The development literacy of the team is generally lower than that of industry professionals:** Simon China's independently built development platform lacks comprehensive programming thinking due to the low literacy of developers in various aspects, resulting in increased development difficulty, chaotic code logic, and a lack of forward-looking maintenance, resulting in huge maintenance costs. Frequent minor changes lead to errors in the entire business line, which hinders DevOps. Due to the overly personalized requirements of the business department, developers and previous management personnel did not consider the standardization and sustainability of the code, resulting in a large amount of code being modified in a patchy manner, with one move leading to the entire process, making it difficult to decouple and maintain the code. I led the team to conduct a limited reorganization of business code for each business department.
- **Lack of project documentation:** The documentation is lacking in organization, and the management of related DevOps projects is chaotic. Over time, it often leads to developers not having a complete memory of the modules they have developed, resulting in the risk of secondary production accidents when maintaining code. I led the team to gradually establish a team document maintenance mechanism, but the system code is outdated and some business details cannot be sorted out, making it extremely difficult.
- **Lack of proficiency in SQL writing by developers:** large-scale SQL is chaotic, making it difficult to determine efficiency. Users using this feature have a high concurrency, resulting in servers often getting stuck or even crashing. I lead the team to conduct regular SQL statement optimization.
- **Rough sorting of various business modules:** In order to better maintain and develop the Simon office system, only the original business processes can be roughly sorted out, but it is not possible to sort out the maintenance details in historical maintenance. Therefore, it can only ensure that there are no issues with the general process of the module, and only when there are still bugs that need to be addressed in detail can they be resolved.