

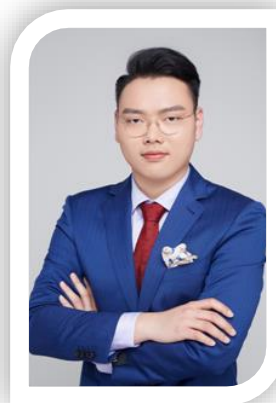
David

Technical Team Manager

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📍 Nanjing



🎓 EDUCATION

2012.09–2016.07 NUIST Information & Computing Science Bachelor of Science Degree

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

Computing-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

🔧 SKILLSET

Project Management:

- Agile Development, Continuous Delivery
- Project Budget Management, Project Plan, Progress Control, Risk Management
- Client Collaboration, Team Motivating Methodology, Cross Team Work
- Multi Task Management

Software PM Tool:

- Gantt, JIRA, Pricing Tool, 禅道

Product Prototype Tool:

- Axure 8 Plus
- Microsoft Visio
- XMind

System Architecture:

- HUA WEI Cloud, Ali Cloud
- Linux Server (Ubuntu), Windows Server
- MySQL, Oracle, Redis, Kafka, Hadoop, Hbase, Spark, Flink, Nginx, Tomcat
- High Concurrency, High Availability, High Tolerance, Low Latency System Design
- System Resource Optimization Strategy
- Docker, K8s

Programing & Framework:

- Spring Boot/ Spring Cloud/Maven
- Frontend: vue/layui/bootstrap/Quasar/jQuery
- Node.js/Python
- Spark MLlib, Tensor Flow
- Jmeter Cluster Testing

Big Data & Analytics Tools

- **Adobe Marketing Cloud** (Adobe Launch, Adobe Target, Adobe Analytics, Adobe Data Flow)
- **Google Cloud Platform** (GTM, Google Analytics 360, Google K8s, Google Big Query)



CERTIFICATION & SKILL

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

Certification Date: *Mar 2015 – Mar 2017*

License: *#47820*

CET-6: 533

CET-4: 574



SELF-STATEMENT

- 4yrs work experience in Marketing, Digital Analytics, 1 yrs work experience in Big Data, Education, Industry, Government.
- 5yrs hand-on programing experience of JavaScript, Java, Python.
- 3yrs hand-on experience on distributed system architecture design, high concurrency programing
- 2yrs+ experience team management and project management.
- Comfortable in a rapid-pace working environment, familiar with agile development, continuous design.
- Strong capability of leading a development team of more than 5 people.
- Strong business interpretation and proposal making to meet client' s need and provide optimized solution.
- Proactively attending project management, team motivating and whatever promotes team growth.
- Strong logic thinking, problem solving, negotiation skill.
- Strong team work spirit, strong multi task capability
- Strong solution consulting, presenting skill.



WORKING EXPERIENCE

2020.9 – Now

Lingyu Information Technology Company

Technical Team Manger

Responsibilities:

- Devoted to providing big data and B/S applications solutions in industries such as Education, Manufacture, Government.
- Responsible for software project management, technical team build.
- Responsible for solutions design, project pitching, onsite investigation, product prototype development, client collaboration, and project execution and UAT.
- Responsible for training junior developers in front-end, back-end, system arch and big data tech stack.
- Responsible for recruiting for technical team, and provide team with career path advice .

Accomplishments:

- Succeeded in pitching Big Data and B/S System projects, wined clients' satisfaction in solution design and business design.

- Riskless project management with Gantt, Project Plan Tool, etc. Highly effective communication between teams such product team.
- Stable team management in enhancing member' s capability both technically and in business, and motivate team' s positivity in team work and tech researching

2016.01–2019.11 3yrs 11mons

Dentu • Merkle inc

Tech Lead

Responsibilities

- Providing web analytic solution consulting including data audit, data collection, data integration, data monitoring, data QA, data application,
- Developing web tagging, auto testing, comprehensive data service platform
- Client Facing jobs like making business and technical proposal, providing onsite tutoring, team collaboration, project assistance etc.
- Leading web tagging developing group and mange tagging project
- Developing hard tech as a core technician



PROJECTS

Data Cloud – Recommendation Engine (Personal Open Source Project on gitee.com)

2021.3.18 - now

Responsibilities

- Developing a big data cloud platform to meet growing requirements of real-time or low latency computing and optimized data insight and data application.

Accomplishments:

This system designed have these features as below:

- Millisecond-level response
- Visit lifecycle based real-time computing
- High concurrency, high tolerance
- TB-level Data Storage
- Customized Online Modelling Engine Base on TensorFlow
- Real time computing allows some computing latency. But responding data to user should be fast as possible.
- Usually within 15s after a user action a time, a result should be calculated out and presented to user when a user does something next time.
- Large scalable, sub system separately and smoothly running
- Long term big data BI service

Module code has been uploaded to <https://gitee.com/david-jackson-luther-king/data-cloud>

Code will be continuously iteratively developed soon.

Office System/Purchase System/Human Resource System/ KPI System

2020.10 – 2021.4

Role:

- Project Manager
- Technical Chief

Responsibilities:

- Project Management through full project lifespan, including project pitching, business analysis, product design, project plan, budget plan, project progress control, client reporting, project execution, UAT
- Leading team to develop spring cloud based system, researching hard tech point and implement with excellent technique.

- Collaborate with client on project resource reallocating, onsite reporting and execution, clients' enhanced requirements auditing, maintenance planning.

Accomplishments:

- All the systems are integrated with SSO of clients' system
- Office System can hold over thousands traffic per second, support Big File (over 1 GB) transferring and storing with OSS system, support online editing of MS Office Document(word, excel, ppt).
- Purchase System support complex purchase approval flow.
- Human Resource System support people leave management
- Kpi System support client kpi assessment once a year. This system can hold over thousands traffic and consecutive traffic in.
- Our team win satisfaction from client and serve the client to their needs.

Estate Assets Management System

2020.9 – 2020.11

Role:

- Project Manager
- Technical Chief

Responsibilities:

- Project Management through full project lifespan, including project pitching, business analysis, product design, project plan, budget plan, project progress control, client reporting, project execution, UAT
- Leading team to develop spring cloud based system, researching hard tech point and implement with excellent technique.
- Collaborate with client on project resource reallocating, onsite reporting and execution, clients' enhanced requirements auditing, maintenance planning.

Accomplishments:

- We provide a reasonable UX and work flow in this system for our client, make business easier for client, and assets easier to be management. Client could have a glance of assets status whenever they want and whenever they need.
- We provide a data insight model of rich aspects and data dimensions, to help client make marketing decision more wisely and preciously.

MetLife Transmission Chain of WeChat Forwarding Articles

July 2019 – November 2019

Roles:

- Project Leader
- Solution Consultant
- Core Technician

Responsibilities:

- Use Adobe Analytics tracking tools to track the data of the articles forwarding in WeChat.
- Developing a transmission chain application with AA data for MetLife marketing agents team use to help increase the growth of the number of market agents in the future 3 years.
- Collect clients requirement and translate to technical requirements
- Draft up the technical solution design specification and the project schedule specification.
- Design the UI and data structure of transmission chain and develop the prototype of the transmission chain for demo and test.
- Internally construct the server side framework, develop the data request web service with Spring MVC and deploy the transmission chain application with the actual data scale and request frequency to test the server pressure.

Accomplishments:

- Help client apply for the cloud service for server side use and deploy the transmission chain application on clients side to ensure clients' cloud service meet the business needs.
- Keep the maintenance of the application for several years.

IKEA -- Product Recommendation System

May 2018 – May 2019

Roles:

- Full-stack Technician

Responsibilities:

- Developing a product recommendation system for IKEA CN online store with user cookie id and stored user behaviour data

Accomplishments:

- Transferring adobe raw data to system SQL server and modelling on these web visitor history data and user path data with Spark to calculate personalized recommended products and storing the result to SQL server for low latency query from webservice API.
- To develop webservice API for querying personalized products list from server cluster with Spring MVC and deploy the API service to tomcat server cluster for IKEA online store site request.
- To do the pressure test for this system by simulating production environment including traffic load, work period, data quantity to ensure the availability, capacity for high concurrency, error handling, real-time KPI, etc...

DMP Projects

SIA RTP Project

April 2019 – August 2019

Role:

- Technician

Responsibilities:

- Take part in Bluekai CoreTag Implementation and UAT, upload Offline data file, configure Bluekai Taxonomy and Category with self-classification API and maintain category and tags.
- Discover use case and build up taxonomy/category/segments and send segments over to app/destination.

Accomplishments:

- Help clients collect SIA.com's customer data to Bluekai, perform modelling practice and analytics pattern with specific channel sets and use case with 1P and 3P data in bluekai to segment audience out and target specific audience in such channels.

Officeworks Project

July 2019 – October 2019

Role:

- Lead Technician

Responsibilities:

- Audit existing tagging and data in Adobe Analytics, and segments settings in AAM
- ID Sync with AA, AAM, AC, AT and 1st and 3rd party marketplaces
- Design and Implement contents of 4 groups A/B test and run reports and push forward new proposal

Accomplishments:

- Help Clients use existing 1st, 2nd and 3rd Party data build up customers segments for target and optimization purpose and executing serveral group test to enhance traffic and business conversion

Adobe Analytics Data Solution Projects

AIA CN Integrated Data Application

October 2018 – April 2019

Role:

- Lead Technician
- Solution Consultant

Responsibilities:

- Collecting client requirements and translating requirements to business insight and technical solutions, persuading clients in how to make the best of Adobe Analytics meanwhile controlling the AA cost with reasonable ranges.
- Auditing existing data quality of AIA three sites(Official site, e-store site and e-service site) and evaluating data availability for data analysis and applications to help clients improve objectives conversion rates.
- Providing a holistic tagging solution for AIA two apps'(Wellness APP, Eservice APP) tracking for discovering new potential business opportunities. Implementing and managing marketing-driven tags on AIA two apps and maintaining the campaign tracking.
- Setting cross domain tracking and identifying same unique customers within clients party site such www.aia.com.cn, e.aia.com.cn, my.aia.com.cn for marketing purpose with adobe marketing cloud ID service.

FCA USA Web Data Quality Assurance

Jul 2015 – July 2019

Role:

- ☐ Core Technician

Responsibilities:

- ☐ Executing QA Test of website tags that were newly pushed by onshore team, reporting issue list to onshore team and retesting issue list until issues were confirmed not to appear any more.
- ☐ To accelerate the efficiency of QA and avoiding repeating useless work, using a self-developed python automation and writing use case to do the QA test
- ☐ Using Observe Point platform to make and execute daily auto-running journey and monitor all five FCA brands' (Jeep, Ram, Fiat, Dodge, Alfa Romeo) website to ensure Adobe or GA tags be properly fired with right value populated in every Rules
- ☐ Monitoring all five FCA brand AA dashboard of regular events and marketing purpose events and reporting anomaly and issue investigation to both onshore team and client with analysing data performance, checking website tagging, coding, networking, server problems etc.

FCA APEC Site Tagging Audit and Modifications

Sept 2017- March 2018

Role:

- ☐ Lead Technician

Responsibilities:

- ☐ Auditing ten Asian portal website of FCA APEC and making issue list and modification recommendations to correct collecting data.
- ☐ Documenting guide book for modification in javascript source code and tutoring tagging vendor team to execute tagging modifications.

NBA QMQ Tagging Solutions (Single Page Application Website)

Dec 2017 – Sept 2018

Role:

- ☐ Lead Technician
- ☐ Solution Consultant

Responsibilities:

- ☐ Collecting client requirements and translating requirements to business insight and technical solutions
- ☐ Designing and documenting KPIs framework, datalayers (this could be triggering custom event with datalayer push to solve the page load event caused by SPA feature), naming convention, tagging use case and test case and implement tags and datalayers on www.nbaqmq.cn (*now it has been shut down for client internal reason*), executing UAT test for client, monitoring web tag initial data to ensure data quality and performance.
- ☐ Categorizing traffic source into correct marketing channel by well setting Market Processing Rule in adobe
- ☐ Maintaining regularly pushed campaigns tracking and traffic source channel.

NBA CN Store Tagging Solutions

Oct 2016 –Sept 2018

Role:

- ☐ Lead Technician
- ☐ Solution Consultant

Responsibilities:

- ☐ Collecting client requirements and translating requirements to business insight and technical solutions

- Designing and documenting KPIs framework, datalayers, naming convention. tagging use case and test case and implement tags and datalayers (we also used context hub tool in dtm for better listening data element change in real time) on www.nbastore.cn, executing UAT test for client, monitoring web tag initial data to ensure data quality and performance.
- Setting cross domain tracking and identifying same unique customers within clients party site such china.nba.com, www.nbastore.cn, www.ttnba.com, etc. for marketing purpose with adobe marketing cloud ID service.
- Categorizing traffic source into correct marketing channel by well setting Market Processing Rule in adobe analytics
- Maintaining regularly pushed campaigns tracking and traffic source channel.

Levi's CN Store Tagging Solutions (Including A/B Testing)

Aug 2016 – Aug 2019

Role:

- Lead Technician
- Solution Consultant

Responsibilities:

- Collecting client requirements and translating requirements to business insight and technical solutions, designing and documenting KPIs framework, datalayers, tagging use case and test case and implement tags and datalayers on www.levi.com.cn, executing UAT test for client, monitoring web tag initial data to ensure data quality and performance.
- Categorizing traffic source into correct marketing channel by well setting Market Processing Rule in adobe analytics
- Maintaining regularly pushed campaigns tracking and traffic source channel. Designing and Implementing different versions of every activity with Adobe Targets and helping report A/B test result in regular period and revise the activity version to the most highly performance one to gain long time business value and even marketing revenue.

Estee lauder Data Quality Assurance

Mar 2016 – Jun 2017

Role:

- Lead Technician

Responsibilities:

- Diagnose data accuracy and availability by trouble shooting adobe tagging and deliver score cards, tag modification solution spec and evaluation overview.
Collecting and traffic source, reorganizing channel classes, modifying rule setting to Categorize traffic source to correct channel.

Google Analytics Data Solution Projects

Abbott Tagging Solutions

June 2017 – June 2018

Wall Street English Tagging Solutions

Mar 2017 – Oct 2018

Victory Secret Tagging Solutions

June 2017 – June 2018

Arrow CN Tagging Solutions

March 2019 – Sept 2019

Role:

- Lead Technician
- Solution Consultant

Responsibilities:

- Collecting client requirements and translating requirements to business insight and technical solutions
- Designing and documenting KPIs framework, datalayers, naming convention. tagging use case and test case and implement tags and datalayers, executing UAT test for client, monitoring web tag initial data to ensure data quality and performance.

Mobile App Tracking Researching & Demo (adobe and google)**Mar 2018 – Sept 2018****Role:**

- Core Researcher and Developer

Responsibilities:

- To get the capacity of developing both android and iOS apps tracking
- To do some research on these analytics tool on mobile app tracking
- To get used to the KPIs and tracking method of both adobe and google analytics
- To demo app tracking and document basic development steps.

(Product Suite) Data Solution Platform**July 2017 – Present****Role:**

- Core Technician of Data Application Development

Responsibilities:

- To form a mature solution product in the industry of Data-driven Precision Marketing
- To set a web platform based on spark data analysis system with nodejs.
- To develop service including data collection, data integration and data application (e.g BI) with Python/Scala and Spark for this web platform.