**Cover Letter**

Dear sir/madam:

Great Greetings to you and your team.

I am David Ding. I sincerely recommend myself for this role -- Engineering Manager, Ads Measurement. I am currently working at **Impact Radius** and have been in **Impact Greater China** team for almost 3 mons. The **Impact** Company is a Saas solution provider, which mainly provides partnership bridge for advertisers and media partners worldwide. Because the content of the role I am playing is relatively different from my personal career plan, I think I am not quite suitable for this role in **Impact Radius**. Therefore, I would like to seek a job opportunity of your company。Another, If you need reference of Impact, I could provide you with the contact info of my report manger – Jennifer Zhang, General Manager of **Impact** China.

I am really excited to introduce to you serveral matching aspects of mines with the role you provide. As below, I will make it into three aspects: **Industy Background**, **Past Experience**, **Available Resources**. In the front of every block, I will list some highlighted key words to help you have a grasp of me.

# Industry Background

**Key Words:**

* **Digital Marketing/Performance Marketing/Ads Marketing**
* **Agency/Consultancy**
* **Software Development**

## **Digital Marketing/Performance Marketing/Ads Marketing**

**I had been working at Merkle for almost 4 years. Merkle is data-driven precise-marketing agency. I got touched with many kinds of advertisers, mainly including hot brands like NBA, Estee Lauder, AIA, etc.. Among the experiences I have, the most important points are Channel & Site Marketing. I am quite familiar with the business mode of E-commerce including e-commerce ecosystem, Insurance. And I have rich experience and unique personal thinking on Data & Tracking tech, especially for the field of Offline Visit Tracking.**

**Within over 2 mons working at Impact Radius, I am familiar with the Partnership Cloud, which is a transitional product from affiliate marketing to partnership marketing, and internet pop star marketing product – Activate.**

**Besides, I have unique personal thinking on idea marketing and got touched with many A/B test and Audience Manangement product. I am relatively famliar with the low-level logic of these products and I have my own thinking on optimizing this products and feature.**

## **Agency/Consultancy**

**I started my career at Consultancy and Agency Company, where I did a lot jobs like business analysis, requirements combing and auditing, and producing solutions. I am putting my eyes on main class technology stack which clients in China mainland and overseas have mainly been using, listing out the technology stack that is suitable for a certain client, and doing thinking on reasonable and flexible tech solutions on demand of from 0 to 1 applications construction for short-term needs and maintainance for long-term concern .**

## **Software Development**

I have been working as **a developer for over 5 years**.

I have **at least 3 years experience on backend and big data development**, and **over 4 years experience on front-end development**.

I also have great **interest in machine learning**, and could understand **common computing mode and algrithom**.

I am familiar with **main class frameworks, distributed system archecture** and **cloud platform**. I am also familiar with software development methodology like **TDD, BDD**, and **press test, integration test, automatic unit test**.

# **Past Experience/过往经验**

**Key Words:**

* **Idea Maker and Executor**
* **Self-starter Developer**
* **Technical Team Leadership**
* **Product Team Collaboration**
* **Client Facing/ Cross organization projects**

## **Idea Maker and Executor**

When I was working at Merkle and on a project of IKEA product recommendation system, my leading architect used a traditional database architecture solution, which may not help convert traffic to revenue much better. Therefore, **during early stage of cov-19**, I myself worked out a **big data near real-time computing system**. I contributed to this personal project with coding too. And until March of 2021, I did not upload the project design and code and make it open source.

## **Self-starter Developer**

**As long as there is a great idea and interesting technology, I will motivate myself to have a learning and action on experiment, in order to extend my knowledge together with capabilities and deep into such fields for efficient working.**

## **Technical Team Leadership**

As a senior developer from 2018 on when at Merkle, I led 3 tech staff to develop all kinds of client projects.

When I was working in Nanjing Lingyu Technology Company which is a start-up company, I helped my boss build up the tech team (including test team) and product team, scale the team, build up efficient working and reporting process, make standard for documentation and people managing with the experience of Merkle team management and my own managing thoughts. When I left the team, it had been a tacit team with 7 core staff.

## **Product Team Collaboartion**

When at Nanjing Lingyu Technology Company, as leader of tech team and product team, I helped product team build up the standard of working out UI design, UX Design, Requirement Documentation, Tech Specification. I also push forward my own thought on product requirement and experience, which was well recognized by team and clients.

## **Client Facing/Cross-org Projects**

**When at Merkle, Lingyu and Impact Radius, I was required for ramdomly 30% - 70% work load on collaboration with client tech team, our own overseas team( located in APAC, US). Very often, I attended the night-shift meeting and communication with those teams. I have rich experience on handling client ad hoc requests.**

# **Available Resources**

**Key Words:**

* **High School Alumnus /University Alumnus**
* **Ex-coworkers**
* **Impact Radius Inc.**

## **High School Alumnus /University Alumnus:**

**I graduated from Haian Senior School of Jiangsu Province, which is top 5 enrollment rate among senior school in Jiangsu Province and send hundred of students to famous universities and colleges in Beijing, Shanghai, Nanjing, etc.. Many classmates and alumnus of mine are in the similar industry to mine.**

**For my undergraduate, I was studying in Nanjing University of Information and Science Technoloy (NUIST). Meteorology is a featured major of NUIST, and it ranks top 1 in total 16 universities which have the major. Second major is Mathematic & Statistics. The Mathematic & Statistics academy contributes over 50 data modeling groups to province level, country level, and US national competitions. And these groups takes half percent of total amount in Jiangsu province. Recent years, they have been winning the competitions.**

**Friends, Alumnus and Classmates arround me mostly major in relevant field of Computer Science and Mathematics. A lot of them have graduated with a higher Master Degree or Ph.D but with less working experience. They are many in fields of Internet, Big Data, IoT. Available talents I have now have been about 3 people, who has famous enterprise background such as Alibaba, Netease, Eleme.**

## **Ex-workers**

When at Merkle, there were a lot of co-workers that I can reach, who are **in right fields and quite professional and even have overseas working or studying experience.**

When at Nanjing Lingyu Tech, there were several co-workers who **have a strong capability of software development and product design and are pursuing higher goals on their own career path.**

## **Impact Radius Inc:**

As for Impact Radius, a Affiliate-Partner Marketing Platform Saas company, if there is a need for cooperation, I could provide a shortcut, cause I have been good friends with Jennifer Zhang, the GM of Impact China.

# **Self Assessment**

* Well-organised in working including plan, prioritizing, team development.
* Enthusiastic about every interesting and meaningful jobs.
* Care about staffs’ health, feeling, thoughts, with capability for handling these problems or making everything smooth and normal.
* Flexible on some non-principle matters.
* Care about company, product, mission and business.
* Love life and work and could balance both of them.

**Finally, I am happy having a introduction for you and looking forwarding to your reply.**

**Sincerely,**

**David Ding**