|  |  |  |
| --- | --- | --- |
| A person in a suit  Description automatically generated with low confidence Brief Deep in area of Digital Marketing, Internet, Retailing Industry, I have been working as a developer for 6+ years and as a team leader and project manager for at least 3 years.  I’m a crazy lover in areas of technology, data science, product, managing, idea marketing. I’m mainly targeting at technology and tech team.  I’m a self-motivated researcher and troubleshooter, who love to challenge significant problems in technology, plan, team and individual development, operating & marketing. Contact PHONE:  17721616896  EMAIL:  [servantdjrk@hotmail.com](mailto:servantdjrk@hotmail.com) Hobbies Touring  Food & Cooking  Ball Sports  Reading & Watching  Designing |  | David Ding  **Technical Solutions Manager** EDUCATIONNanjing 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 Navigation App using an enhanced Dijkstra Algorithm * **Passed CCIE** R&S 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 * **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  WORK EXPERIENCEImpact Radius Inc. Technical Solutions Manager 2021.05 – Now  ***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 it business in China in 2019 and has been having booming increasing on sale and market share till now. It signed over 50 brands and many media partners in china. And it is really growing faster than you could imagine.  Responsibilities & Achievements:   * Providing tech support and solutions on clients’ demand over pre-sale phase. * Leading Solution Architects and Onboarding Team, to support clients’ integration tech, and collaborate with sale team and customer success team get client’s service process smooth. * Leading Engineering & Product Team to develop new features of Partnership Cloud and any other existing Impact products for China market. * Hiring and managing tech talents for tech team’s long-term development.  Lingyu Information Technology Company Engineering & Product & Test Team Manager 2020.09 – 2021.05  **Lingyu Company** is a Chinese startup company which was founded at the end of 2019, that provides service for enterprises and organizations in education, government and manufacturing industry, with OA solutions, big data solutions, things of internet solutions. It focuses on Technology and Data, and its tech team grows fast to support Solutions Business.  Responsibilities & Achievements:   * Built up Engineering & Product & Test Team from 0 to 1 with almost all functions within 6 mons * Managed Engineering & Product & Test Team in shaped ways of work process and study methodology. * Participated, led and assisted in overall Tech Project Lifecycle, including pre-sale solution, project design, project execution, project test, UAT, Maintenance * Coached and advised junior engineers in tech enhancement and career development. * Recruiting tech talent for long-term development. * Hands-on coding and architecting * Clients’ facing job including setting up and updating the solutions on their env, reporting project progress to clients’ key stakeholder, troubleshooting and collaborating with clients’ IT.  Self-Employed Developer & Freelance 2020.12 – 2020.09  Due to naked resignation in 2019.11 and a sudden COVID-19 wind in 2020, I was reactively trapped in a bad situation of fewer proper opportunities. Then I just had a deep thought of the experience in Merkle and what I would like to put effort to. Meanwhile with sinking the job, I started to push forward my idea to a big courage. According to my thinking on past solutions that my teams when in Merkle provided for our clients, I supposed that those solutions may been not good enough to meet clients’ ever-growing requirements in nowadays market and even if it is meeting the modern market requirements, the team leaders were not encouraged to take a high risk on this try. That’s why I left the Merkle Team.  However, I do want to have a try for myself. I did architecture design myself and set up the whole project and upload to [https://gitee.com/david-jackson-luther-king/data-cloud](https://gitee.com/david-jackson-luther-king/data-cloud%20)  in 2021.03  I just contribute the source code with the original assumption and design to gitee.com and just seek peers for future consideration to hatch the project as business plan. (But not start to hatch it for recent few years, at least 5 years not concerned.) As you could know, this system is designed to own 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 and flexible scalable, sub system separately and smoothly running * Long term big data BI service  Dentus · Merkle Inc Technical Lead 2016.01 – 2019.11  **Merkle Inc** is a Dentus Company and is a Data-Driven Performance Oriented Company. Merkle provides full eco-service with data technology, including database operating, Business Statistics, Analytics for online and/or offline retailors to help them win in modern market.  The team where I worked in is digital marketing and analytics. We served a lot famous retailors in industries including Consuming, Luxury, Accessory, Insurance, Food, Vehicles etc., with tracking tech and data solution to meet their requirements of digital data tracking, UX experience optimization, product promotion application etc...  Responsibilities & Achievements:   * Worked as a self-starter software developer to create business value for team and clients * Managed project members and project lifecycle * Developed and researching on new capabilities and new trends related to data field. * Provided consulting service on data solutions and stay hands-on on architecture design and construction. * Took client facing jobs including project pitching, integration, meeting collaboration.  **SKILLS** **Programming & Architecting**   * **Java Family**: Spring Boot, Spring Cloud, Spring Cloud, main class Middleware (Eureka, Gateway, Ribbon), Maven/Gradle, * **Programming Language**: Java, Python, JavaScript (Node.js), Swift, Objective-c, Scala * **Template Engine**: Ejs, Free marker * **Other Framework**: Express, Vue.js, Quasar (Based on Vue), Bootstrap, jQuery, CodeMirror, Django, d3.js, Echarts.js * **Database & Middleware & Web Service**: MySQL, Postgre SQL, Oracle DB, Kafka, Redis, Hadoop, HBase, Nginx, Tomcat, Docker * **Flow Processing Engine**: Spark, Fllnk * **Version Control:** Git, GitHub.com/Gitee.com, Gitlab * **Testing Tool & Tracker:** JMeter Cluster, Postman, Python Automation, Swagger UI, (TDD)Jasmine, Jira, 禅道 * **Cloud Platform:** Google Cloud, Huawei Cloud, Ali Cloud. Azure, AWS * **Cloud Product**: Windows/Linux VM, Google BigQuery, K8s, Huawei Cloud Load Balance, Huawei Redis Product   **Product & Prototype**   * Axure 8 Plus * Microsoft Visio * XMind * Google Diagram   **Tracking Tech & Analytics & Marketing Tools**   * **Adobe Marketing Cloud:** Analytic, Target, Audience Management, Launch (DTM), Mobile Tracking * **Google Analytics 360:** Analytics, Audience Manager, GTM, Google Optimize, Firebase for Mobile Tracking * **A/B Test:** Optimizely, Adobe Target, Google Optimize, * **⭐️⭐️⭐️Impact Cloud:** Partnership Cloud, Activate (Internet Pop Star Marketing) * **DMP:** Adobe Audience Management, Google Audience Manager, Oracle Bluekai (Core Tag) * **Other:** Shopify / Branch   **Project Management**   * Gantt Project * Agile Management & Continuous Delivery * 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  Certifications 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 & ProjectsSoftware & System & data ApplicationData Cloud – Recommendation Engine (Personal Open-Source Project on gitee.com) Duration :2020 - now  Contents   * Developing a big data cloud platform to meet growing requirements of real-time or low latency computing and optimized data insight and data application.   Design:   * 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 Duration: 2020.9 – 2020.11  Account: Nanchang Military Academy  Contents:   * 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 * Collaborate with client on project resource reallocating, onsite reporting and execution, clients’ enhanced requirements auditing, maintenance planning.  Estate Assets Management System Duration: 2020.9 – 2020.11  Account: Nantong Guorong Estate Assets  Contents:   * Designed and led the team to developing and testing a management system for an estate asset account. * Managed project progress and reduce project risk. * On-site delivery, reporting and maintaining job  MetLife – Insurance Broker Promotion System Duration: 2019.09 – 2019.11  Account: MetLife  Contents:   * Designed and developed a near real-time update content traffic system to help marketers gain brokers and indirectly push selling insurance products. * Managed project progress and reduce project risk.  IKEA – Product Recommendation System Duration: 2018.06 – 2018.09  Account: IKEA  Contents:   * Designed and developed a daily rolling product recommendation with analyst and statisticians. * Managed project progress and reduce project risk.  Merkle – Digital Marketing Data Solution Platform Duration: 2017 - 2019  Account: Merkle (Former Employer)  Contents:   * This is an inner productize platform and it is for long term under development. I was working as a core technician focus on data QA Semi-Automation, and data reports.  Mobile App Tracking Demo Duration: 2017  Account: Merkle (Former Employer)  Contents:   * Developed Adobe Mobile Tracking and Google Firebase Mobile Tracking demo for pitch.  Marketing Analtyics Tracking impelmentationsImpact Base Projects: Durations: 2021.05 – now  Accounts: Parzin, Minstinct, Bookey, Cowinaudio, Fansidea, Anycubic Banggood, Adidas  Contents:   * Help clients onboarding Impact Partnership Cloud integration successfully, mainly with website, mini program, Mobile App * Make sure actions or orders attribution correct.  Adobe Based Projects Duration: 2016 - 2018  Account: Estee Lauder, NBA CN (Main Website & QMQ), LEVI’s CN, FCA US, FCA APAC, AIA  Contents:   * Led and developed Adobe digital marketing solution implementation, Testing (Manual & Automation), Maintenance, Cross domain data Integration, data application service.  Google Based Projects Duration: 2016 - 2018  Account: Abbott, Wall Street English, Victory Secret, Arrow CN  Contents:   * Led and developed google digital marketing solution implementation, Testing (Manual & Automation), Maintenance  DMP Based Project Duration:2018  Account: Singapore Airline, Officeworks AU  Contents;   * Implemented Audience or A/B Test to site. |
|  |  |  |

w