Hi, sir or madam:

I’m happy to hear from you through Joy that after reviewing my cv, you may have some interest in my past experienced and my skillset. Thanks for attention. I am so honored and feel respected.

And I know your team is concentrating on Adobe Experience Cloud now to make excellent digital marketing solution for clients everywhere. I do appreciate it very much that mostly possibly your team is which I am always being aim to find, stay, contribute, and grow together. Therefore, I did have use the last weekend to think over and is ready to answer your questions about my familiarity on the adobe product listed below.

(Forgive me that this letter or doc may be longer than you expect and it may seem to be too long but useful for you to know about me over my expertise. For the whole doc, I will:

1. explicitly and simply explain the conception and thinking from my past experience
2. highlight the skill point in technical part)

## Familiarity On Adobe Experience Cloud

### Adobe Real-Time CDP

Total Familiarity: 70%-80%

* **Data Collection** (Batch&Stream): Conceptionally 100% Technically 100%
* **Data Profile/Segmentation/Identity**: Conceptionally 100% Technically 100%
* **Data Science/Modeling**: Conceptionally 100% Technically 60%
* **Destination**: Conceptionally 100% Technically 80%
* **Data Governance**: Conceptionally 90% Technically 80%

Adobe Real Time CDP is a new but late product which was launched several years late after I left Merkle in 2019. Before I left Merkle, I was in a project called IKEA product recommendation system. Our team were intended to work out a real time system. But due to client budget and knowledge and the limit of adobe experience cloud, we just created a system with high delay recommention update that could not be compared to the real-time or near real-time recommendation engine of TikTok or Tmall and even other famous e-com platform in china. But I myself is capable to build a real-time system with Spring Cloud and Tensor Flow and Hadoop Eco. I have my own GitHub project that is to be developed and researched.

Below are my understanding of Adobe Real Time CDP

1. Adobe Real Time CDP 's Targets and Ideas
   1. Data all Combined Any kind of CDP/DMP/Data Lake/Data Mesh/Data Grid/Data Base
   2. Data All in One
   3. Data Deep Learning
   4. Data Act in Time (Real Time)
      1. Within user session act at one
      2. Over through a user-brand interaction cycle
         1. Awareness from different channels
         2. Multiple times Touching end point like app, mini program, online store, offline store, etc

1. From **marketing** or **business** view:
   1. **Data Collection & Integration**
      1. Offline Batch Data
         1. CRM Data
         2. 2nd Party Data e.g.
         3. Client Self Build Data Lake/CDP
      2. Online Stream Data
         1. Adobe Analytics
         2. Adobe Target
         3. Other Adobe Partner Product Data Stream
         4. Client Self Build Data Stream
   2. **Data Governance**
      1. Raw Data
         1. Data Washing
         2. Data Preprocess
      2. Unique Customer Identification

1. **Data Usage**
   1. User Profiling
   2. User Categorizing
   3. Data Science Service (Modeling)

1. **Data Output (drive inner cycle and out-target marketing, sales, advertising job)**
   1. Connected to adobe eco (platform or app) (Integrated)
   2. Connected to 3rd mature end product (partner level Integrated)
   3. Connected 3rd party system (MA/Data System/E-commerce)( Data Flow Out API Mode)
2. From Technical and Data Science View
   1. Data Collection
      1. **Data Flow API & SDK -** Adobe Experience Platform Data Collection (Developer Console)
         1. Formerly Known as Dynamic Tag Manager Adobe Launch
         2. Extend Many Features : support collecting data to **Real Time CDP/Adobe Target/Adobe Audience Manger/Event Forwarding/Third Party ID Sync**
      2. **Batch Data Ingestion**
         1. Support Json
         2. Support Parquet
   2. Data Governance
      1. Merge policy
      2. Data governance framework
   3. Data Usage
      1. Profile & Segment (Taxonomy setting, simple for a child)
      2. Modeling Service ( AI & ML, Data Modeling, hands-on for a Data Architect and Data Scientist)
   4. Data Output(destination)
      1. Integrated third party partner like Saleforce, Adobe Target.
      2. Data Flow API

### Abode Target

Total Familiarity: 80%-90%

For:

* Creating Activities
* Setting User Segment
* Creating Variations,
* Setting Testing and Refining Model
* Running Test
* Examining Test with Reporting,

I have hands-on project experience.

### Adobe Journey Optimizer

New Project After

### Adobe Journey Analytics