Dorian Alexander Fong

Languages: Highly Fluent/Bilingual – English and Mandarin Chinese | Conversational – Thai, Bahasa Melayu (3rd language in High School)

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WORK EXPERIENCE

Cloudflare, Inc. - New Business Development (ASEAN)   **Jan 2024 – Present**

Cloudflare Developer Platform, NinjaPanel, LinkedIn SalesNav, Salesforce (SFDC), SalesLoft, Lighthouse, Salesforce Ticketing

- Conducted **Technical Discovery and Qualification** on behalf of AEs and SEs for **Singapore, Malaysia & Philippines Mid-Market & Enterprise**, leading to closed won deals.
- Used problem-finding and then business impact scoping to secure high-quality, high product-customer fit meetings, with key decision-makers, contributing to increases in pipeline velocity for both the Mid-Market & Enterprise sales teams
- Translated technical concepts to both audiences of varying technical aptitude, across sectors such as Travel and Hospitality, High-Growth A.I. Startups, Fintech, E-commerce, BFSI, and Telecommunications.
- Collaborated with AEs to ensure they received the presales, technical, and presentation support ensuring they were equipped to drive successful deal closures.
- Consistently achieved and exceeded quarterly quota by driving pipeline growth across enterprise, public sector, and midmarket/commercial patches, covering Singapore, Malaysia (2 Quarters), and the Philippines.
- Gathered detailed customer requirements that assisted SEs and AEs in tailoring precise solution recommendations (ranging from specific Developer Platform products to Bot Management & API Shield, to specific SASE products) resulting in faster deal cycles.
- Frequently took initiative to conduct in-depth Solution-specific Presentations and Dashboard Demos even after the first call, addressing technical & commercial questions, concerns, and objections, contributing to the clarity and success of product pitches, earning recognition from AEs & SEs for bridging the gap between technical and business teams and reducing AE & SE workload
- Partnered with SEs to create customized solution briefs and conduct demos for higher-potential accounts, leading to higher conversion rates from opportunity to closed-won.
- Worked closely with the Enterprise & MM AE teams to strategize account penetration plans based on verticals and persona (changemaker) and identify cross-sell and upsell opportunities to achieve increase in average deal size.
- Volunteered to mentor new BDRs on best practices for cold outreach and pipeline generation, fostering a culture of learning and collaboration within the team.
- Actively pursued a deeper understanding of the SE role and new Cloudflare products, learning about technical architecture, whiteboarding, and even building MVPs leveraging CF Workers, R2 and other Dev Platform tools to gain hands-on experience and gain firsthand insight into their strengths, limitations, and best-use cases in production environments and potential deployment scenarios, all while building rapport with SEs, SE leaders, AEs, and Sales Leaders across teams.
- Prospected strategically by analyzing usage & consumption patterns of Self-Serve (Pay-as-you-go) customers regularly, dutifully checking support ticketing, and more indicators to identify opportunities to achieve higher rates of upsell closed won.

Cloudflare, Inc. - Business Development (Greater China Region)   **May 2023 – Dec 2023**

LinkedIn Sales Navigator, ZoomInfo, Lusha, Salesforce (SFDC), SalesLoft, Drift

- Overachieved all KPIs for all 3 quarters.
- Established and maintained strong business relationships externally with leads, potential clients and partners, facilitating many successful negotiations of partnerships and closed-won deals, ultimately contributing to an increase in AEs' ACV and KPIs, and thereby fostering close internal working relationships with the AEs and SEs of the region.
- Executed targeted outreach strategies in my first month to drive pipeline growth and revenue within the Greater China Region.
- Conducted market research and analysis to identify possible key prospects and other competitive insights.
- Conducted presentations to customers about Cloudflare's range of products tailored to meet their specific needs.
- Created and maintained accurate and up-to-date records of leads, prospects, contacts, accounts and all sales activity within the CRM system, Salesforce, while following internal Rules of Engagement.
- Customized sales collateral and marketing materials to tailor them to the language & cultural preferences of the GCR market

Beacon Consulting *(Market Research Company)* **- Telesales/Telemarketer (Part-Time, Ad-hoc)**   **Dec 2019 – Dec 2022**

- Conducted surveys (==cold calling==) for government ministries over the phone with ==Singaporean companies==, ==SMEs and MNCs==, contacting them, informing them about and convincing them to participate in government initiatives, while listening to their needs and feedback, and recording their responses while collating the data in Microsoft Excel.
- Carried quota, and consistently met and exceeded KPIs.
- ==Top Telemarketer/Telesurveyor among temp staff,== achieving similar numbers to contract/full-time employees. Given higher clearance call list/data to work with as a result. Demonstrated **excellent communication skills, command of English and Mandarin Chinese and an approachable, personable personality while maintaining professionalism.**

Jones Lang LaSalle Technologies *(JLLT)* **- Software Engineer Intern (Full-Time)**   **May 2022 – Dec 2022**

HTML/CSS/JS, React.js, Node.js, JSON, Azure DevOps Services, Workday Extend, Solidity and Python

- Wrote Smart Contracts on the Ethereum Blockchain as PoC for possible future use in JLL Employee Offers and payroll.
- Developed a **full-stack web application** for Employee Time Tracking and Payroll Management and Workday (HRMS) Integration for entire APAC region, and helped with requirements and requests for Workday PECI templates for Employee Compensation data.

- ==Presented solutions to company's leaders and legal & compliance team, and had contract extended for another 6 more months.==

Schneider Electric *(SE)* **- Enterprise IT Analyst Intern (Full-Time)**   **Jul 2021 – Jan 2022**
- **ServiceNow, BMC, Salesforce Tableau, HTML/CSS/JS, ASP.NET, Excel VBA, AWS, UiPath, Microsoft Azure, Power Automate & Power BI**
- Collaborated with Digital team members across the business as trusted technical advisors to identify & address digital needs by developing digital solutions in the form of PoCs to optimize commercial performance and/or enhance end user experience.
- ==Crafted effective IT solutions and convinced various key stakeholders of impact, viability and cost-effectiveness.==
- Conducted planning and execution of SE Digital Employee Engagement Event on behalf of Enterprise IT (EIT) Director
- ==Led digital transformation on behalf of VP of Schneider Electric's Process Automation's Commercial and Sales team.==
- ==Awarded **Outstanding Intern of the Year** (2021)== – **Link to Recommendation letter from Country IT Manager**

TECHNICAL SKILLS
- ✔ Scripting Languages: Python, JavaScript, Bash, Cloudflare Workers
- ✔ Programming Languages: Java, C, C++
- ✔ WebDev: HTML, CSS, Vue.JS, Firebase, Cloudflare Pages, React.JS, Node.JS
- ✔ Database Technologies: PostgreSQL, Cloudflare D1
- ✔ Internet Technologies: OSI Model, TCP/UDP, DNS, HTTP/HTTPS, SSL/TLS
- ✔ Development Tools: Docker, Kubernetes, RESTful APIs, CI/CD pipelines.
    - o *Experience with DevOps and DevSecOps practices, including **CI/CD pipelines**, infrastructure as code (IaC), and secure coding standards for web and cloud-native applications*.
- ✔ Security Concepts: Firewalls (L3, L4, L7), XSS, SQLi, secure coding practices.
- ✔ Coursework: Database Systems, Data Structures and Algorithms, Software Engineering formal practices and documentation
- ✔ Computer Networks, Information Security, Computer Organization, and Database Systems Implementation

PROJECTS (github:dorianfong98)

Cloudflare **R2 Image Uploader**, *Technologies Used: Cloudflare Workers, Cloudflare R2, JavaScript, Web APIs*
Built and deploy image uploader using **Cloudflare Workers** to handle secure file uploads and storage to **Cloudflare R2** buckets.   **Implemented CORS management** and optimized **preflight requests**, ensuring smooth communication between the frontend and backend across different domains.   - Integrated **real-time image uploads**, providing users with immediate feedback via a **drag-and-drop interface**.   - Configured and optimized the **backend API** to accept multipart file uploads, parse them, and store them efficiently in the cloud.   - Deployed the solution using **Cloudflare Pages** for the frontend and **Cloudflare Workers** for backend processing, ensuring global scalability and low latency.   - Leveraged **CI/CD** pipelines, **Docker** for containerization, and **RESTful APIs** to ensure seamless backend processing and frontend delivery across global edge locations.   - Ensured **security best practices** for data handling and **optimized file storage** for high availability and quick retrieval via **R2**.

URL Shortener, *Full-Stack Personal Software Project*	**Web Scraper,** *Personal Software Project*	**Mappo,** *Personal Software Project*
- A URL Shortener application that converts long URLs into shorter ones. - Built with **Python** and **Django,** with AJAX.	- A Web scraper built to extract data from any web page quickly and accurately. - Built with **JavaScript, Node.js**, and **Express, axios and cheerio dependencies for npm**.	- Web Map Application with functionalities nearly identical to that of Google Maps **HTML/CSS/JS, & Mapbox API**

EDUCATION

National University of Singapore, Bachelor of Engineering (Hons), *Computer Engineering*   **Aug 2019 – May 2023**

Notable Academic Projects/Coursework:
- o **CS2113T Software Engineering & Object-Oriented Programming** - Developed Desktop App, applying skills for multi-person software development project management from requirements, design, implementation, QA, test & build automation, code revision.
- o students.sg - **Independent software engineering project (Orbital)** under NUS SoC's highest "extreme" level:
    - - **Node.js, Vue.js** and **Vuetify** on Front-end, as a single-page application and **Firebase** for the Backend
    - - Built custom **Natural Language Processing (NLP)** model to filter toxicity/profanity
    - - Followed agile practices through working with industry mentor.

ACHIEVEMENTS
- o Came in Top 10 at **SMU Fintech Case Competition** by designing and pitching Figma Prototype for Web3 Application
- o **Awarded the $10,000 grant** by I&E Practicum@SoC (**Startup Pitching**) – NUS Computing (October 2020)

SOFT/TRANSFERABLE SKILLS
- o Interpersonal, leadership, and mentoring skills (led a team of 4 from both Computing & Business school to work on students.sg)
- o Effective and professional written and verbal communication skills, especially when communicating technical information to technical and nontechnical audiences, and drafting comprehensible software documentation.
    (Obtained Grade A for **CS2101 Effective Communication for Computing Professionals**,
    GET1008 Critical Thinking and Public Speaking, NM3205 Digital Media Cultures)