

DRAGAN DIMITRIJEVIC
CURRICULUM VITAE

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About

Personal Information



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🇷🇸 Serbian

🌐 Danish

🎂 30.11.1978

Introduction

With the 15 years of experience in the industry, I would like to help companies develop modern and scalable cloud solutions.

I have been developing software in AWS for about 5 years now, working primarily with services such as ECS, EC2, Lambda, API Gateway, CloudFront, VPC and S3. I enjoy working on cloud based solutions as they offer scalability and a wide variety of services which can be used to build feature rich applications.

I have a great deal of interest in working with Open Source technologies. Integrations and application development are the areas in which I spent most of my professional time. My most recent technology stack is NodeJs and Javascript together with Typescript and Angular. In my spare time I enjoy training, running and spending time with my friends and family.

Languages

- Serbian (native)
- English

- Danish

Education

Information and Communication Technology

Engineering College of Copenhagen

2003 - 2006

DU3 Modul 5 - Prøve i Dansk 3

K.I.S.S

2004 - 2005

Datamatician - Information Technology

Niels Brock

2001 - 2003

Work Experiences

Software Engineer

Freelancer

Jan 2020 - (current)

In January 2020 I decided to embark on a freelance journey. Its been a great learning experince so far :-).

Software Architect - Head of product

Nordlid

Jan 2018 - Nov 2019

Since many of the Norlid's clients use Eloqua as a marketing automation platform, I was working on developing custom solutions and integrations. Most of the solutions whould typically involve a specific business logic added on top of Eloqua, which would handle Contacts, Email Content or manage Assets in campaign canvas. Integrations where concerning primarily with importing Contacts and related data from different sources, and exporting data on Contact activities such as email clicks, web visits, push response etc.

As a result of many years of developing software arround Eloqua, a series of products have emerged as standard packages. These SaaS type solutions where designed to be installed across instances and serve the needs of multiple clients. With my second role as a 'Head of product', I had a responsibility to create standard software based on the experiences from custom solutions. All the applications have been developed and hosted on AWS cloud.

Besides building software for Eloqua, I had an opportunity to develop a backend and mobile application for "Få tiden tilbage" project which took six months to complete.

CTO

Globase International

Jul 2016 - Dec 2017

My second time at Globase, although very different role in terms of responsibilities and a new company owner (Mailup Group). Like with the most company acquisitions, the change of ownership and culture can have a strong impact on organisations. Apart from the structural and strategic changes, the company had to go through a discovery process in terms of technology and infrastructure.

One of the biggest and most challenging projects during my time at Globase was the migration of hardware. We needed to change location within the same hosting provider but which powered all the services necessary for the operation of the from one hosting location to another at QSC. This meant that most of the underlying services which powered platforms had to be restarted and reconfigured, from database servers, load balancers, web servers.

List of responsibilities

- Managing development team (Agile SCRUM)
- Maintaining in house platforms and custom solutions
- Pre-sales and requirement specification
- Maintaining hardware in QSC
- Management group

Another big undertaking was the migration of the V2 platform from QSC to a new cloud setup at Mailup hosting center in Cremona. Even though we could not complete the migration due to the high level of complexity and unforeseeable issues, we were able to implement continuous deployment on the existing setup, since the V2 platform was fully virtualized in a development environment.

System Developer

Increase

Nov 2015 - Jun 2016

Most of my time at Increase I spent working with Oracles's marketing automation platform Eloqua. I was building apps and data integrations in the AWS cloud. One of the more interesting project during that time, was the development of the Event App. This application was designed to handle the event flow by creating many assets (Email, Landing Page, Registration Form, Custom Data Object etc) on a campaign canvas in Eloqua, which can handle the invitation, registration and keep track of the participation status.

System Developer

Globase

Apr 2014 - Oct 2015

Similar to my previous job, at Globase I was developing solutions and integrations against yet another email marketing automation platform. This involved a variety of tasks such as integrating external data sources for email content, implementing contest strategies such as polls, quiz and giveaways.

Software Developer

Brandhouse

Mar 2013 - Mar 2014

At Brandhouse, I had a chance of working on a platform (Publicator) made for graphic design and print. The tasks were including integration with data sources, implementing new feature requests and collecting requirement specification from a customer.

Developer

Peytz & Co

Sep 2011 - Feb 2013

This was my first job in the Marketing industry where I had an opportunity to work with an email automation platform. I developed new features and custom solutions which would allow users to integrate content from external sources such as SOAP API, REST API, XML Feeds etc.

Developer

MOCH

Mar 2007 - Aug 2011

During my time at MOCH, I worked on a modular SCORM compliant LMS (Learning Management System) platform. My tasks were development of modules (LMS Courses, Workflow, Questionnaire), adding features and fixing issues.

Developer

Tang Data A/S

Jul 2006 - Feb 2007

My first work experience was developing on an inhouse ERP platform designed for veterinarians. I worked primarily on migrating from an old version, adding new features and troubleshooting reported problems.

Projects

Airship

This integration project was about making Eloqua send push messages, using multi channel messaging platform [Airship](#). The integration was covering following use cases:

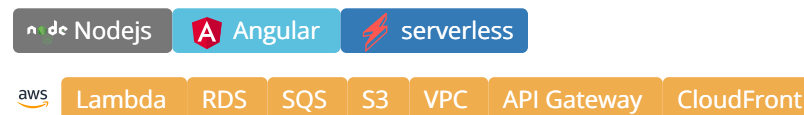
- Send push message from campaign canvas (scheduled, in-app)
- Send push message from a segment (batch)
- Send push message on form post
- Import devices to Eloqua
- Collect response activity

When working in campaign canvans view, a markeeter can choose an Airship component (cloud action) and drag it onto the campaign canvas. In just a few clicks, a marketer can authenticate, choose a mobile app, select a message template (configured in Airship) and choose android or ios as target platforms. If necessary, a message could be scheduled or send as an emediate puah. Once everything is saved, the campaign is ready to send push message to all the conacts that pass through the action step.

Besides sending via campaign canvas, a marketer can choose to send push message to a whole segment in a segment view. Once the criteria for the segmentation is defined and saved, the Airship integrated GUI can be slided out and the configuration steps can take place. As in the previous scenario, the configuration process is the same, however behind the scenes the difference is that segment push is a one time sendout to all the segment members, while in the ongoing campaigns the messages are send to passing contacts. The big difference here is that in the first scenario, the integration backend recieves contact payload, whereas in the second the contact payload has to be fetched from Eloqua.

Appart from sending push messages, the Airship integration also manages the import of Airship devices into Eloqua and collects response activity. Devices are stored in Custom Data Objects, while response data are stored as External Activities. Both are used in segmentation process and in order to create more complex flows based on user interaction.

Techstack



Få tiden tilbage

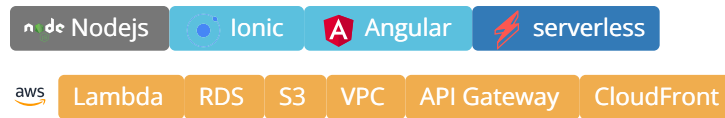
“Få tiden tilbage” was an interesting projects that took almost 6 month to complete. The client was a public transpaoration copmany (DSB) and the concept was focusing on bringing back value to the passangeres who experince dealays, due to the maintenance work done on the railways.

The first release of the application was managing journeys, where a passenger is able to check in on the start of the journey, and checkout on the end destination, earning a certain amount of minutes based on the rules defined for that specific route. Every journey route had a defined award, and every journey was adding to the total of the credits saved.

Once the saved credits reached over a certain limit, the users were able to use those credits to make an in-app ticket purchase. In the second release of the application, users where able to choose from a specific set of destinations, select a route that they can afford, purchase and save the ticket for later use. The tickets with the QR codes where complied to DSB scanners so that they could be checked for validation while traveling in the trains.

For this project, Nordlid has recieved the Danish Digital Award in the category [“Digital Activation”](#)

Techstack



Rich Relevance

The objective of this project was to integrate Rich Relevance Customer Experience and Personalization Platform as a standard Eloqua application. The content personalization was implemented using products Recommend and Engage. The main objective was to integrate personalized content into Email Templates by using 'Cloud Content' drag'n'drop feature in Eloqua. This would enable marketer to configure a cloud service so that the content can be generated dynamically as email gets opened.

There were two types of content types that could be integrated, which are related products and content promotion.

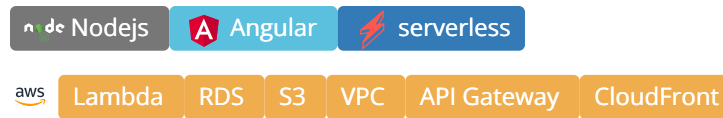
Recommend

Recommend content was handled in such way that the marketer could search for a specific product (or category) in the user interface, while pulling data from the CDO in the Eloqua. The layout for the visual presentation is also placed in Eloqua select dropdowns. This allows a marketer to configure elements in the Eloqua instance and then use them in the Rich Relevance integration in order to construct necessary parameters which are used during the Email rendering.

Engage

Engage content is handled and configured in the similar way, it is slightly simpler to work with since it shows advertisement, banners and similar content.

Techstack



Event App

The main objective of this project was to create an application which would help fasciliate event management in Eloqua. In many cases managing events in Eloqua can be a repetative task, requiring many hours of work in order to setup the necessary logic for an event flow. This application attempts to do exactly that, save the marketeer from manual work and create the assets and the pattern for the participation flow.

During the event creation process, many Eloqua assets are being created and integrated into the campagin canvas. Assets such as Segment, Email, Form, Landing Page, Custom Data Objects and Campagin are created and configured in order to support invitation, registration, unregistration and waiting list email notifications. When a Segment is ready and the Campaign activated on the campaign canvas, the Contacts on that segment would recieve an inviation email and by clicking on the registration link, enter the event flow.

A participant can have different status changes such as registered, attended, unregistered and waiting. All these status changes can be initiated within the application and stored in the Custom Data Object in Eloqua. The change of participant status (registered, attended, waiting) are handled viea processing steps.

In order to achieve a specific look and feel for the Emails and Landing Pages, Event application supports Assets Templates. This allows a high level of customization and reusability.

Techstack





Skills

General

Nodejs



Linux



Typescript



Javascript



PHP



Ruby



MySQL



Apache



Qt/C++



HTML5/CSS3



Git



Frameworks

Express



Angular



Angular Material



Ionic



Sails



Serverless



TypeORM



Sequelize



Laravel



Codeigniter



Jekyll



AWS

EC2



ECS



Lambda



API Gateway



S3



CloudFront



CloudWatch



VPC

