Dragan Dimitrijevic

Software Engineer

I'm a software engineer with a strong focus on building scalable, backend-heavy web applications - especially those involving cloud infrastructure, APIs, and developer tools.

Over the past decade, I've worked across startups and enterprise clients, delivering custom solutions and integrations - including advanced work with marketing automation platforms like Oracle Eloqua. My background combines deep technical skill with a product-focused mindset.

Key strengths:

- Full ownership of projects from idea to deployment
- Clean code, clear architecture, and maintainable design
- Familiarity with real-world SaaS delivery, authentication flows, and CI/CD automation

Work Experience

Senior Backend Developer

Appvestor - Copenhagen *Oct 2023 - Jan 2025*

- Led backend development for **Doralytics**, optimizing reporting pipelines and infrastructure
- Migrated `finance.appvestor.com` from PostgreSQL to MySQL
- Replaced Google API workflows with **AWS Step Functions**
- Built Lambda functions for campaign attribution
- Developed an OpenAPI-based REST API in Python/Flask

Software Engineer

kompasbank - Copenhagen *Nov 2021 - Mar 2023*

- Built and maintained an internal **Lead Generation** platform used by sales and risk teams to identify creditworthy companies based on ML analysis of annual reports and financial data
- Integrated feedback loops from sales into a scoring system to minimize credit risk exposure
- Contributed to the **credit automation** system, integrating Muinmos (onboarding/KYC) with a credit approval REST API and CRM (nCino/Salesforce)
- Designed workflows using **AWS Step Functions** for end-to-end orchestration of KYC, AML, PEP checks, and financial approvals
- Developed full-stack components and cloud infrastructure using **Node.js**, **TypeScript**, and AWS CDK *Established automated, risk-aware credit approval flows and improved operational efficiency across departments.*

Software Engineer

Freelancer - Copenhagen *Jan 2020 - Oct 2021*

- Independently delivered custom backend solutions for clients as a freelance developer since 2020
- Delivered full-cycle backend solutions while managing client communication, agile workflows, and

production deployment

- Developed an enterprise-grade **Airship** push messaging integration for **Oracle Eloqua**, enabling push notifications via Eloqua's Campaign Builder

Software Architect - Head of product

Nordlid - Copenhagen *Jan 2018 - Nov 2019*

- Developed custom Eloqua solutions for Norlid clients, extending core marketing automation capabilities with contact logic, asset management, and campaign workflows
- Built integrations for importing contact data from third-party sources and exporting activity metrics such as email clicks, push responses, and web interactions
- Led the creation of **standardized SaaS packages** from custom solutions, installable across Eloqua instances and deployed on AWS
- Took on a dual role as **Head of Product**, transforming bespoke work into scalable, reusable applications
- Developed the backend and mobile app for *Få tiden tilbage*, a six-month project focused on tracking productivity and delays in the railway maintenance sector

CTO

Globase International - Copenhagen *Jul 2016 - Dec 2017*

- Led a team of five developers in building and maintaining a SaaS Email Marketing Automation platform used by over 100 clients, including Mercedes-Benz, Bang & Olufsen, 3M, DFDS and Grundfos
- Managed client-specific custom solutions, microsites, and landing pages alongside the core platform
- Participated in pre-sales activities and requirements gathering for enterprise clients
- Administered server infrastructure hosted in QSC (Germany)
- Migrated key clients from legacy V1 platform to modernized V2 system
- Served on the company's management team during the post-acquisition transition to Growens

System Developer

Increase - Copenhagen *Nov 2015 - Jun 2016*

- Developed custom applications and data integrations for Oracle Eloqua, running on AWS infrastructure
- Built the **Event App**, automating end-to-end event workflows within Eloqua's campaign canvas
- Implemented dynamic creation of campaign assets including emails, landing pages, registration forms, and custom data objects
- Enabled real-time tracking of invitations, registrations, and participant status throughout the event lifecycle

System Developer

Globase - Copenhagen *Apr 2014 - Oct 2015*

- Built integrations for personalized content in an Email Marketing platform

- Integrated external data sources to enable dynamic and personalized email content
- Implemented interactive campaign strategies including polls, quizzes, and giveaways

Software Developer

Brandhouse - Copenhagen / Odense *Mar 2013 - Mar 2014*

- Contributed to the development of **Publicator**, a graphic design and print platform
- Integrated external data sources and implemented custom feature requests
- Collaborated directly with clients to gather and refine requirements

Developer

Peytz & Co - Copenhagen *Sep 2011 - Feb 2013*

- Gained hands-on experience with an email automation platform in a marketing-focused environment
- Developed new features and custom solutions to support dynamic content integration
- Enabled users to pull content from external sources including SOAP APIs, REST APIs, and XML feeds

Developer

MOCH - Copenhagen *Mar 2007 - Aug 2011*

- Developed and maintained a modular, SCORM-compliant Learning Management System (LMS) platform
- Built feature-rich modules including LMS courses, workflows, and questionnaires
- Implemented new functionality and resolved technical issues to support ongoing platform improvements

Developer

Tang Data - Lejre *Jun 2006 - Feb 2007*

- Developed and maintained an in-house ERP platform tailored for veterinary practices
- Migrated functionality from an older legacy system to a modernized version
- Implemented new features and resolved reported issues to support daily operations

Projects

TimeTracks

- Developed TimeTracks, a lightweight, headless time tracking platform for individuals, teams, and automated workflows (e.g. CI/CD)
- Built a full-stack application with Node.js (Express) and DynamoDB using AWS Lambda, API Gateway, and CDK
- Implemented multi-tenant support, JWT-based authentication, and scoped token access for secure API usage
- Designed the system to support both manual time entry and automated tracking for background jobs and deployments
- Created OpenAPI documentation and integrated Redocly for a developer-friendly API experience

- Launched an open beta with early user adoption and a lifetime-free plan for initial signups

SMS Cloud Connector

- Developed a custom **SMS Cloud Connector** for Oracle Eloqua, enabling native SMS messaging within campaign workflows
- Integrated with major SMS providers including **Inmobile**, **SMSDK**, and **Sinch**
- Implemented dynamic message templating using the **Mustache** engine, supporting personalized content and JSON field merging
- Designed a callback-based reporting system to track delivery status and sync outcomes back into Eloqua for analytics
- Empowered marketers to seamlessly add SMS to multi-channel campaigns using a simple drag-and-drop interface in the Eloqua canvas

Airship Integration

- Developed an Eloqua integration with **Airship**, enabling push notifications as part of multi-channel marketing campaigns
- Supported multiple use cases including push sends from campaign canvas, form submissions, and batch segment targeting
- Built drag-and-drop push messaging for Eloqua using Airship Cloud Actions
- Handled both real-time contact payloads and batch contact retrieval for different campaign modes
- Enabled device imports into Eloqua via **Custom Data Objects**, and logged push interaction events as **External Activities** for segmentation and reporting

Få tiden tilbage

- Developed the backend and mobile application for *Få tiden tilbage*, a six-month project for Danish public transport provider **DSB**
- Designed a system where passengers earned time-based credits for delays caused by railway maintenance
- Implemented a check-in/checkout flow that tracked journeys and awarded credits based on predefined route rules
- Introduced in-app ticketing functionality with credit redemption, route selection, and QR-code validation compatible with DSB scanners
- The project received a **Danish Digital Award** in the "Digital Activation" category for its innovative public impact

Rich Relevance

- Integrated the **Rich Relevance Personalization Platform** into Oracle Eloqua as a standard marketing application
- Enabled drag-and-drop **Cloud Content** blocks to insert dynamic, personalized content into Eloqua email templates
- Implemented **Recommend** integration to deliver product suggestions using data from Eloqua CDOs and user-defined templates
- Developed UI components allowing marketers to search product catalogs and configure layout

options within Eloqua

- Integrated **Engage** content for personalized banners and promotional messaging, improving engagement through targeted visual content

Event App

- Built an Eloqua application to automate and streamline event management, reducing manual setup for marketers
- Automatically generated and configured Eloqua assets including Segments, Emails, Forms, Landing Pages, Campaigns, and CDOs
- Integrated assets into campaign canvas flows to support invitations, registrations, cancellations, and waiting list handling
- Enabled participant status tracking (registered, attended, unregistered, waiting) via Eloqua processing steps and CDO updates
- Supported reusable **Asset Templates** for emails and landing pages to ensure brand consistency and reduce setup time

Skills

General: AWS, Nodejs, JavaScript, Typescript, PHP, Python, MySQL, Postgres, DynamoDB, Linux, Git

Frameworks: Angular, Angular Material, React, MUI, Ionic, Express, Sails, TypeORM, Sequelize, Jest, Laravel, Codeigniter, Jekyll

CI/CD & Cloud Tools: Serverless, AWS SAM, CDK

AWS Services: EC2, ECS (Fargate), Lambda, SFN, RDS, DynamoDB, S3, Cognito, API Gateway, AppSync, CloudFront, CloudWatch, VPC

Education

Engineering College of Copenhagen (IHK), Information and Communication Technology *2003 - 2006*

Niels Brock, Datamatician *2001 - 2003*

K.I.S.S, DU3 Modul 5 *2004 - 2005*

View full online portfolio at dragandimitrijevic.com