

Laurence Jiang

Full-Stack Developer

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PROFILE

Full-stack developer and technical consultant with 4+ years of experience delivering enterprise-grade digital solutions across CMS, marketing automation, and cloud ecosystems. Specialized in **Adobe Experience Manager (AEM)**, **Adobe Journey Optimizer (AJO)**, and **customer experience platforms**, with proven success in streamlining business workflows, integrating secure APIs, and leading cross-functional development teams. Holds a **Bachelor of Computer Science & Business Analytics** from the University of Auckland, New Zealand.

PROFESSIONAL EXPERIENCE

Consultant, DATACOM 2024 – Present

- **Led technical development** of the **Silver Fern Farms B2C Portal** using **AEM as a React SPA**, integrating **Azure AD B2C, Dynamics CRM**, and backend **Kotahi API** services delivering seamless account access and personalized customer experiences.
- **Automated B2C Portal shipping notifications** using **Adobe Journey Optimizer** and **Sinch**, enabling real-time email and SMS tracking updates for **1,000+ active customers** via integrated **Kotahi logistics data**.
- **Supported Adobe Journey Optimizer (AJO)** for **Auckland Airport**, assisting in the delivery of **20+ real-time communication flows** that personalized customer interactions for **millions of annual travellers** across key airport services.
- **Built AEM-backend email workflow** for **Westpac's DAM**, enabling **people leaders** to automatically receive metadata summaries when digital assets are updated, replacing manual tracking processes and improved content governance across **5+ internal business units**.
- **Automated billing email campaigns** for **Meridian Energy / Powershop** using **Adobe Campaign Standard**, replacing manual email processes across **100+ customer segments**.

Associate Consultant, DATACOM 2022 – 2024

- Automated backend for **AMP Insurance KiwiSaver onboarding**, integrating with **Salesforce** to remove manual spreadsheet updates. Saved **30 minutes per advisor** and improved accuracy across thousands of annual sign-ups.
- **Led technical development** of the **Silver Fern Farms Co-op website**, including frontend logic for dividend computations and an intuitive UI for shareholder engagement.
- Delivered the **Silver Fern Farms Middle East regional sites**, driving **40% of total international partner engagement** from the UAE; supported localization and rollout across New Zealand, USA, China, Korea, Japan, and Germany.

Graduate Software Developer, DATACOM 2021 – 2022

- Developed and launched the **Silver Fern Farms Careers website** using **AEM integrated with Oracle DB**, enabling recruitment of **50+ roles annually** across business units.
- Contributed to Datacom's internal **Dynamics 365 automation project**, streamlining the sabbatical application process for employees and improving HR workflow efficiency.
- Placed **4th in Datacom Hackathon 2022** as part of a 3-person team by designing and presenting **GYST**, a mobile fitness app promoting goal-oriented corporate wellness.

EDUCATION

Bachelor of Computer Science & Business Analytics, 2017 – 2021 | Auckland, New Zealand
The University of Auckland

CERTIFICATES

Microsoft Azure Fundamentals Certification Issued June 2021	IIBA Academic Certification Issued November 2019
Business Process Management ARIS Certification Issued May 2021	IIBA Diploma in Business Analysis Issued in November 2019