Laurence Jiang Full-Stack Developer / Software Engineer

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PROFILE

Full-stack developer and technical consultant with 4+ years of experience across **web engineering**, **API integrations**, and **enterprise customer experience solutions**. Skilled in **JavaScript/TypeScript**, **React/Next.js**, **Node.js**, **Java**, **Docker**, **Azure**, and **CI/CD pipelines**. Experienced in **secure identity flows**, **automated communication systems**, and **high-traffic product delivery**. Expertise in **AI workflow automation** and **agentic development practices** to accelerate delivery and reduce engineering overhead. Additional proficiency in enterprise CMS platforms, such as **Adobe Experience Manager**, **Umbraco**, and **HubSpot CMS**.

TECHNICAL SKILLS

JavaScript, TypeScript, React, Redux, RTK Queries, Next.js, Node.js, Express, Java, Apache HTTP, Python, FastAPI, SQL, GraphQL, REST APIs, Azure Functions, Azure App Service, Azure AD B2C, AWS Bedrock, AWS DynamoDB, AWS Cognito, Git, CI/CD pipelines

Tools and platforms:
Adobe Experience Manager, Adobe Journey Optimizer, Adobe DAM, Adobe Campaign Standard, Campaign Monitor, Klaviyo, Sinch, Umbraco, HubSpot CMS, Salesforce, SendGrid, Boomi, Docker, CI/CD pipelines, Azure DevOps, GitHub, GitLab, Ai Agent Development (AWS Strands), Cursor/Copilot Agentic Development, Model Context Protocol (MCP) Development

PROFESSIONAL EXPERIENCE

Consultant, *DATACOM*   2024 – Present

- **Silver Fern Farms:** Developed a full-stack **React/Redux** and **AEM (Java)** B2C Portal with **Azure AD B2C**, custom **GraphQL** queries, and **REST APIs (RTK Query)**. Consumed **.NET/C# APIs** exposed via **Boomi**, and supported backend orchestration using **Node.js** and **Express** on **Azure App Service**. Automated real-time and scheduled customer communications for **1,000+ users** using **Adobe Journey Optimizer** and **Sinch**. Streamlined deployments using **Docker** and **Azure DevOps CI/CD**.

- **CMSGenie**: Built an AI-powered discovery tool using the **Strands Agent Development SDK** and **AWS Bedrock** for multi-agent orchestration. Built backend services in **Python** and **FastAPI**, storing analysis data in **AWS DynamoDB** and securing access with **AWS Cognito**. Used **Playwright** and the **PageSpeed Insights API** to extract site, component, **SEO**, **GEO**, and **accessibility** metrics. Generated structured JSON outputs to publish consolidated reports to **AWS S3** for internal sales teams.

- **Meridian Energy / Powershop:** Built automated billing pipelines using **Adobe Campaign Standard**, replacing manual email processes across **100+ segments** and improving operational consistency. Ran company wide workshops to train consultants on **Adobe Campaign Standard** and expand its adoption.

- **Auckland Airport:** Maintained **20+ real time communication workflows** in **Adobe Journey Optimizer (AJO)**, integrating operational event data and backend logic to deliver personalised, event-driven messaging to **millions of travellers** annually.

- **Westpac:** Built server-side **AEM** and **Java** workflows to automate **DAM metadata** updates and trigger structured email notifications via **SendGrid**, improving content governance across **5+ business units** and removing manual tracking.

Associate Consultant, *DATACOM*   2021 – 2024

- **Silver Fern Farms (Careers):** Built the **AEM + OracleDB** careers site using reusable components and accessible application flows with **JavaScript**, **TypeScript**, and **AEM**, surfacing Oracle data via **APIs**. Enabled recruitment of **50+ roles annually**, and streamlined builds and deployments using **GitLab** and **Docker-based CI/CD pipelines**.

- **Silver Fern Farms (Co-op):** Served as **technical lead** and **owned end-to-end delivery** for the Co-op platform, implementing dividend calculation logic, client-side validation, and UI components using **JavaScript**, **TypeScript**, and **AEM**. Configured **Apache HTTP Server (AEM Dispatcher)** rules with **Docker** for caching, routing, and load balancing.

- **Silver Fern Farms (Corporate):** Delivered multi-site Corporate platforms using **AEM**, and **JavaScript** supporting regional deployment across **New Zealand, United States, Middle East, China, Korea, Japan, and Germany**. Implemented backend **Java workflows**, overhauling the IMS management system with **improved user group controls**, and strengthened **security** and **code quality** with **Snyk** and **SonarCloud,** bringing **unit testing above 80%**. Supported global rollout, increasing partner engagement by over **40 percent**, and delivered API driven communications using **Campaign Monitor** and **Klaviyo**.

- **AMP Insurance:** Built an **AEM Forms** onboarding flow with backend **Java–Salesforce API** integrations, replacing manual spreadsheets and improving accuracy of KiwiSaver sign-ups. Cut advisor processing time to **30 minutes per application**.

EDUCATION

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

CERTIFICATES

Microsoft Azure Fundamentals Certification   **IIBA Academic Certification**
Issued June 2021   Issued November 2019

Business Process Management ARIS Certification   **IIBA Diploma in Business Analysis**
Issued May 2021   Issued in November 2019