Aaron Ding

Web Manager

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Seasoned and tech-savvy professional, with over 15 years of experience leading high-performing web teams to deliver cutting-edge web solutions based on Drupal and .Net CMS platforms. I am specialized in managing website strategy, optimizing user experience, ensuring funnel performance through customer journeys across the website, and aligning with SEO strategy to support long term website growth.

PROFESSIONAL EXPERIENCE

PING IDENTITY   **San Francisco, CA**
Director - Web Technology & Digital Experience   **2021-Present**
- Oversee the web technology strategy & roadmap, evaluate and adopt emerging technologies to enhance web capabilities. Partner with our Brand, Content, and Product Marketing teams to ensure the website is aligned to branding, messaging, and product to provide a consistent look and feel.
- Led in-house developers and digital agencies in identification, scoping, design, and development of web solutions for corporate web sites and services.
- Responsible for SEO, traffic growth, lead generation and conversion optimization, architect and implement A/B testing, personalization solutions and AI based content recommendation.
- Built personalization engine using Marketo scoring system, Demandbase account info + Acquia lift resulted in 41.2% conversion rate increase for the Financial Services segment.

UKG   **Lowell, MA**
Development Manager   **2011-2021**
- Led the design and execution of multiple corporate websites (9 languages, 5k+ pages) and web services platforms.
- Provided guidance code reviews, and mentorship to a team of six developers while fostering their professional growth and supporting development objectives.
- Built and maintained DevOps processes leveraging Jenkins, visual regression and automated testing.
- Built the ever-first UKG.com within 3 weeks from scratch using an innovative approach through headless CMS + UIKIT. Allowing a smooth business transition from one of the largest software mergers.
- Lead the website redesign and migration from .Net platform to Drupal, won Acquia's high technology award and gave keynote speech at Acquia Engage.

EKTRON   **Nashua, NH**
Solution Engineer   **2008-2011**
- Provided expert guidance on implementing best practices solutions for Ektron.Net CMS, database normalization, API design and optimization, content workflow customization and synchronization.

INTERNSHIP
FIDELITY (Web Performance Intern)   **Merrimack, NH 2008**
PHILIPS MDS (Network Application Intern)   **Shanghai 2005**

EDUCATION

SNHU   **Hooksett, NH**
Master of Information Technology   2006-2008
SHANGHAI OCEAN UNIV   **Shanghai**
Bachelor of Computer Science   2001-2005

ADDITIONAL INFORMATION

- Technical Skills: Marketo, Eloqua, Drupal, TypeScript, CSS, HTML5, Photoshop, Figma, DevOps, SDLC, Jira
- Certifications: MCP, Acquia Certified Developer, CCNA