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# ANDREA DE MARCO

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## PROFILE

I am a product-minded engineering leader who is passionate about building well architected scalable systems and high performance engineering teams.

## EXPERIENCE

### SOLUTIONS ENGINEER, TIKTOK, LONDON, UK | AUG 24-PRESENT

- **Scaled Regional Growth:** Directed the **EUI regional strategy** for our top EUI Commerce clients to adopt and scale with **TikTok's hero automation performance ads product** (Smart+ Catalog). I drove a **+233% increase in regional product adoption** over a 10 month period.
- **Hyper-Growth Account Management:** Spearheaded the performance strategy for top SEU Commerce, DCG and Luxury clients, **delivering +350% YoY revenue growth** and **generating record revenues** across the Commerce promo season.
- **Strategic Revenue Generation:** Co-architected a **bespoke "Source of Truth" SOT optimisation framework**, a framework that facilitates bespoke advertiser-centric solutions that enhances Commerce client's ROI and scale on TikTok. This framework **won a TikTok Ad Award**, enabled the **activation of 10+ new brands** and secured \$600k+ in incremental revenue in 6 month period.
- **Technical Product Innovation: Delivered automated audits** featuring 31 unique diagnostic checks for signal health and campaign best practices, **enabling global teams to self-serve and resolve performance blockers**. Pioneered the development of an **internal Business Intelligence agent leveraging AI and Retrieval-Augmented Generation (RAG)**, automating intelligence collection and improving department-wide operational efficiency.

### SOFTWARE ENGINEERING MANAGER, STUART, LONDON, UK | SEP 19-AUG 24

- **Led the Payments Engineering team, overseeing €300M+ annually** in pay-ins and pay-outs while driving key initiatives, including a pricing strategy overhaul to reduce costs and maximise efficiency.
- **Delivered €300k+ projected annual profit increase** by driving a cross-functional project to launch an updated business model across Python, Ruby, and Flutter.
- **Architected and scaled event-driven microservices** using Node.js/TypeScript and React, achieving financial and compliance targets while streamlining operations.
- **Recruited, managed, and developed 20+ engineers**, fostering a strong team culture, introducing System Design interviews, and upskilling talent through international workshops.

## EDUCATION

### IMPERIAL COLLEGE LONDON, LONDON, UK | 2018 - 2019

M.Sc. Advanced Computational Methods for Aeronautics, Flow Management, Fluid-Structure Interaction. **Distinction.**

### UNIVERSITY OF MALTA, MSIDA, MALTA | 2014 - 2018

B.Sc. (Hons.) Chemistry and Physics. **First Class Honours.**

## REFERENCES

Available upon request. LinkedIn: <https://www.linkedin.com/in/andrea johndemarco/>

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