Dragan Dimitrijevic

Software Engineer

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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**
- 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, using **AWS Step Functions**, integrating Muinmos (onboarding/KYC) and CRM (nCino/Salesforce)

Software Engineer

Freelancer - Copenhagen *Jan 2020 - Oct 2021*

- Independently delivered custom backend solutions for clients as a freelance developer since 2020
- Developed an enterprise-grade **Airship** push messaging integration for **Oracle Eloqua**, enabling push notifications via Eloqua's Campaign Builder
- Developed an enterprise-grade **SMS Cloud Connector** messaging integration for **Oracle Eloqua**

Software Architect - Head of product

Nordlid - Copenhagen *Jan 2018 - Nov 2019*

- Built custom marketing automation integrations on Eloqua for enterprise clients.
- Led the creation of **standardized SaaS packages** from custom solutions, installable across Eloqua instances and deployed on AWS
- 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 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
- Oversaw key client migrations and infrastructure.

System Developer

Increase - Copenhagen *Nov 2015 - Jun 2016*

- Developed custom applications and data integrations for Oracle Eloqua, running on AWS infrastructure
- Built custom Eloqua event automation app on AWS, integrating dynamic campaign asset generation.

System Developer

Globase - Copenhagen *Apr 2014 - Oct 2015*

- Built integrations for personalized content in an Email Marketing platform

Software Developer

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

- Contributed to the development of **Publicator**, a graphic design and print platform

Developer

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

- Developed custom solutions for an Email Automation platform

Developer

MOCH - Copenhagen *Mar 2007 - Aug 2011*

- Developed and maintained a modular, SCORM-compliant Learning Management System (LMS) platform

Developer

Tang Data - Lejre *Jun 2006 - Feb 2007*

- Developed and maintained an in-house ERP platform tailored for veterinary practices

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

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

Skills

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

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

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