

# LIXIN ZHANG

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<http://lixinzhang.github.com>

## EDUCATION

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### Beihang University, Beijing

Master in Computer Science & Engineering

Sep 2012 - Mar 2015(Expected)

### Southeast University, Nanjing

Bachelor in Software Engineering

Sep 2008 - Jun 2012

## TECHNICAL STRENGTHS

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### Basic Skills

C++, Python, UNIX-style OS, Data structure and Algorithm

### Software Dev Interest

Web Development, Network Programming, Hadoop, Database

### Research Interest

Computational Advertising, Data Mining, Statistical Machine Learning

## EXPERIENCE

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### Yahoo! Beijing Global

Display Ad Team, R&D Engineer Intern

Mar 2014 - Present

Beijing

- Large Scale D&S Bidding Analytic System.
- Advertisers' Budget Allocation Optimization and Pacing.

### Alibaba Inc

Alimama Display Ad Team, R&D Engineer Intern

May 2013 - Feb 2014

Beijing

- Click Through Rate Prediction and Bid Optimization.
- User Interest Points Recommendation for Audience Targeting.
- Item Categories Auto Mapping across Different Domains.

### Innovation Works - Xingyun Web

Cloud Computing Team, Software Developer Intern

Jun 2012 - Sep 2012

Beijing

- PaaS Server Cluster Management Platform

### Taobao Web

Business Security Team, Software Developer Intern

Jul 2011 - Oct 2011

Hangzhou

- Optimization on Web Applications in Taobao

## HONORS AND AWARDS

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### Outstanding Graduation Thesis

Distributed Web Crawler

Jun 2012

Top 3 / 110 students

### Yahoo! Hack Day in Beijing

Yahoo! Face : The Best Creativity Award

May 2013

Final, Top 6 / 50 teams

### The 3th National College Students Software Design Competition

Winning Prize

May 2010

Final, Top 20 / 160 teams

### National Olympiad in Informatics in Province(Liaoning)

The Second Prize

Sep 2007

Final, Top 80 / 1000 students