

Marsan Ma

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OBJECTIVE

Work with smartest people, pushing the machine learning frontier, change the world!

AWARDS

- Rank 45th (top 3.7%) in Facebook challenge: predicting user check-ins Oct. 2016
- Rank 30th (top 10%) in Dato Challenge: predicting whether an article is a native ad from raw html Oct. 2015
- “Best Tech Award” in IDEAS TECH Hackathon (by the institute for information industry of Taiwan) July. 2014
- Rank #1 in Computer Aided Design of Integrated Circuit (by the ministry of education of Taiwan) July. 2006

EXPERIENCE

17 Media

Taipei, Taiwan

Data Scientist

Apr.2016 - Now

- Built web platform and tools, for teaching marketing teams using data to prove their hypothesis.
- Built recommender system achieved MAP@3 ~ 0.09, largely outperformed benchmark (MAP@3 ~ 0.03 by always predicting most popular items).

CacaFly/TenMax

Hsinchu, Taiwan

Data Scientist

Oct.2014 - Mar.2016

- Built CTR prediction model for digital ad real-time bidding, improve CTR performance by 80%.
- Predicted ad campaign performance according to history data, through blending model of SVM/RF and segmenting customer industries. This work achieved 0.75 in OOB R-square test.

Conde Nast Taiwan, Wired

Taipei, Taiwan

Technical Director

Nov.2012 - Nov.2013

- Built latest CMS with RoR within 2 weeks, constructed realtime topic trend dashboard monitoring medias all-ver the world, which helped our editors knowing booming issues in the early stage.
- We pushed the rank of WIRED-Taiwan from #1100 to #500 in 6 months.

AppWorks Startup Incubator

Taipei, Taiwan

Startup batch #5

Dec.2011 - Nov.2013

- Implemented customer comment analyzer which dispatched jobs to related faculty for servicing. This system got 75% OOB accuracy, reducing a lot of manual dispatching work.
- Built an EC recommender system, which learned from sales history, product description, and page view.

NovaTek

Hsinchu, Taiwan

Senior Engineer

July.2008 - Feb.2012

- Pulled-in the schedule of our flagship product by swiftly re-design the memory controller to fulfill performance requirements. Since then, the toughest tasks and new modules have always been assigned to me.
- Pending Patent: three-dimensional imaging system and method for controlling shutter glasses.

SKILLS

Programming: python (proficient), ruby (favorite), html/css/js (master), c/php/java (available on request)

Machine Learning: pandas, scikit-learn, tensor-flow, nltk, gensim, xgboost, libffm, ftrl.

Language: Chinese (native), English (proficient, TOEIC 910), Japanese (workable, N2 level)

EDUCATION

Master Degree in Electronic Design Automation (National Taiwan University)

2005-2007

Bachelor Degree in Electronic Engineering (National Taiwan University)

2001-2005