

Meng (Megan) Li

141 Del Medio Ave, Mountain View CA 94040 / meganli827@gmail.com / (314) 320-8798

EDUCATION

Washington University in St. Louis, St. Louis, MO

Master of Science in Information Systems, GPA: 3.70/4.00

01/2016-05/2017

Shanghai University, Shanghai, China

Bachelor of Science in Electrical Engineering

09/2011-06/2015

TECHNICAL SKILLS

Programming and Statistics: Java, Python, C, SPSS, R, sk-learn, Weka, Tableau, MATLAB

Web Development: HTML, CSS, JavaScript, JQuery, PHP, SQL, Node.js, MongoDB, Django, Rails

Big Data Frameworks: Amazon Web Services, Hadoop MapReduce, Pig, Hive, Spark, Impala

EXPERIENCE

LendingCar (*lendingcar.com*), Assistant Project Manager

12/2017-Present

- Integrated customer and transaction data from multiple sources; transformed and loaded data into database.
- Created new version of website, developed new design and feature which reflect customers' requirement
- Took charge of *lendingcar.com* Q/A, added Google Analytics service, built unit tests using Mocha
- Built and manage Google Adword marketing campaign to promote the company brand

ToLocal Inc., Marketing Analyst

08/2017-10/2017

- Setup campaigns on Facebook Ad Manager, track and analyze the marketing performance
 - Optimized and refined the ads and contents in campaign, achieved average CTR of 5.3%.
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PROJECTS

Predictive Analytics of Direct Mail Campaign Success for Edward Jones

02/2017-05/2017

- Developed python scripts to wrangle and cleanse the client information dataset
- Built learning models for prediction in sk-learn; achieved an average of 75% specificity
- Composed the presentation and data visualization report using Matplotlib and Tableau
- Reduced the mailing expenses of Edward Jones by \$330 per 1,000 customers

Sentiment Analysis of Reviews using Hadoop Hive on Amazon EMR

12/2016-01/2017

- Extracted, transformed, loaded and cleansed students' reviews using Python and HiveQL
- Utilized NLTK Toolkit with Python scripts as Hive UDF for analysis in Hadoop Hive
- Deployed the Hive and Python scripts on Amazon EMR, imported the dataset to S3 bucket
- Analyze the review dataset using Hive; achieved 70% emotion identification accuracy

Movie Information and Recommendation Website using Django

11/2016-12/2016

- Built a Django-based movie discussion website with user and content control function
- Scraped recent movies list from IMDb using Python; imported the list to MySQL database
- Implemented collaborative filtering algorithm to provide personalized recommendations for users

Digit and Face Image Classification using MATLAB and sk-learn

11/2016

- Implemented KNN classifier using MATLAB for handwritten digit and face image classification
- Built and tuned models of Random Forest Classifier, SVM Classifier in sk-learn for classification