

# Rosa Enciso

Senior Software Engineer at Microsoft

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## Summary

Engineer with experience building services/systems with special focus on incorporating machine learning techniques that create smarter experiences across various products (O365, Dynamics CRM, MSN). Passionate about implementing innovative features that leverage Search and Social data.

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## Experience

### Senior Software Engineer at Microsoft

December 2014 - Present

Deployed to work on projects across the Bing Platform organization. Some projects I've worked on:

- Query Formulation for O365
- Satori Knowledge Graph-Twitter Conflation
- Dynamics CRM Modernization-Leads Prediction
- O365 Support Prediction
- ARIA Telemetry

### Software Development Engineer II, MSN at Microsoft

February 2010 - December 2014 (4 years 11 months)

Trending News

- Worked through the development and release of the Trending Dashboard which powered the MSN Now and MSN Money Trending Topics' modules. Worked on different components of the system and on live site issues (i.e. DB, UI, ETL). Also responsible for setting up and analyzing relevance evaluations.
- Responsible for the design and implementation of algorithms that detect, rank, and aggregate trending/breaking events from various social signals such as Facebook, Twitter, Bing for the Trending Dashboard.
- Developed a clustering based algorithm to generate a list of Twitter users of similar interests to users in a given seed list based on the similarity of their Twitter history.
- Developed classifiers for filtering out junk urls as well as urls from non-reliable news sources (e.g. blogs, personal sites).
- Analysis of the propagation of breaking topics on the Twitter graph and a comparison with the propagation of fake news in Twitter.
- Worked with researchers in MSR on technology transfers of tools sentiment analysis and entity extraction and ranking for various projects.

Personalization and Recommendations

- Designed and implemented the storage replacement system for Related Content using Azure and Lucene based indexing.
- Worked on a service that provides an optimal ordering of MSN modules based on click through of user clusters and developed an algorithm aimed at reducing the noise in the data preventing historically low ranking headlines from being placed in top positions.

### **Graduate Teaching Assistant at University of Central Florida**

August 2004 - December 2009 (5 years 5 months)

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## Education

### **University of Central Florida**

Doctor of Philosophy, Computer Science, 2004 - 2009

**Activities and Societies:** UCF's IEEE-WIE/Women in EECS, President and Co-Founder Orlando's IEEE Section-WIE Affinity Group, Chair

### **University of Central Florida**

Master of Science, Computer Science, 2004 - 2006

### **University of Central Florida**

Bachelor of Science, Computer Science, 2001 - 2004

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## Honors and Awards

IPG Individual Contributor Award, One Week Hackathon MS Groups Category Winner, Outstanding Graduate Student Award, Student Scholarship, Order of Pegasus Award Nomination, Grace Hopper Celebration of Women in Computing Scholarship, Grace Hopper Celebration of Women in Computing Scholarship

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[Contact Rosa on LinkedIn](#)