Ryan Zhang

SOFTWARE ENGINEER · COMPUTER SCIENCE MAJOR AND ECONOMICS MINOR · UNIVERSITY OF WATERLOO

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# About Me

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| --- | --- |
| **Programming** | C++/C · Python · NodeJS · Bash |
| **Analytics** | IPython · SQL · Tableau · Excel/VBA · R |
| **Web/Media** | Express · Flask · HTML/CSS/Javascript · Photoshop · Premiere Pro |

# Experience

**Facebook** *Menlo Park, CA*

DATA SCIENTIST - VIDEO TEAM *Sep. 2017 - Now*

* Led how we ran Newsfeed ads for creators on the Launchpad program with $400M budget by optimizing ad objectives and budgeting between creators improving follower quality by 60%
* Worked with cross functional partners to improve video publishers’ experience through Creator Studio as the sole data scientist supporting 5 PMs
* Presented analyses on our video ecosystem to help fix distribution for high quality publishers and re-evaluate our top line goals to reflect that. This increased watch time on high quality content by 9%

**BuzzFeed** *New York, NY*

ASSOCIATE DATA SCIENTIST - CONTENT TEAM *Apr. 2017 - Sep. 2017*

* Analyzed our video content on Facebook to increase our video distribution and grew our pages’ views by 54%
* Wrote Slack Bots in Python and modified to alert content partners of their top performing videos
* Automated company-wide weekly metrics reports pulling data from all distribution platforms saving hours of labor from analysts

# Internships

**Microsoft** *Redmond, WA*

PROGRAM MANAGER INTERN - WINDOWS SERVER SECURITY TEAM *May. 2016 - Aug. 2016*

* Owned and designed an IT security product based on shielded Virtual Machine technology that lets organizations easily deploy privileged access workstations
* Implemented multiple iterations of the prototype with Powershell scripts

**Facebook** *Menlo Park, CA*

DATA SCIENTIST INTERN - GROUPS TEAM *Sep. 2015 - Dec. 2015*

* Presented multiple analyses on time spent and changed our topline metric goals
* Worked with Group growth team on Highlight Notifications to improve audience targeting increasing click-through rate by 32%
* Filed a patent on adjusting pacing of notifications based on interactions with previous notifications

**LinkedIn** *Mountain View, CA*

SOFTWARE ENGINEER INTERN - GRAPH TEAM *Jan. 2015 - Apr. 2015*

* Designed and implemented query persistence on the new generation graph database that would be the core of the Economic Graph
* Analyzed performance on our query processor to find bottlenecks
* Developed a framework around Norbert and Kafka to test for correctness on new builds in our distributed systems

**Citadel** *Chicago, IL*

FINANCIAL TECHNOLOGY ASSOCIATE INTERN - OPTIONS TEAM *Jun. 2014 - Aug. 2014*

* Developed in C++, a high performant multithreaded WebSocket server serving all the traders’ browser to replace an existing C++ GUI
* Improved performance from the old GUI by using low lock times, non-blocking I/O, async events and caches

# Education

**University of Waterloo** *Waterloo, ON*

HONOURS BACHELOR OF COMPUTER SCIENCE, ECONOMICS MINOR *Sep. 2012 - January 2017*

• Dean’s Honours List: 92% Average