Zoe L. Lin

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Summary

Strategic and critical thinking, with a can-do attitude and fast learning ability, who has proven competencies in the following areas:

- Dynamic professional engineer skilled in **Python, SQL** and **R** with strong concept in statistical learning theory.
- Experienced with large data sets (million objects) using **Hadoop**, **TensorFlow** for data mining and data visualization.
- Comprehensive knowledge in **Linux Command Line** Shell and network protocols.
- Hands-on experinece in **JavaScript, HTML, CSS, JDBC, JQuery** and **Boostrap.**

Education

UC Berkeley GPA 3.8

Data-Driven Marketing & Business Administration

Sep. 2017 - Dec. 2018 | California, U.S.

Communication University of China GPA 3.9

Electrical Engineering & Computer Scinece

Sep. 2012 - May. 2016 | Beijing, China

Columbia University GPA 4.0

Digital Media and Communicarion, Multimedia

August 2014 | New York, U.S.

Skills

Programming Languages

Python, R, SQL, JAVA, C, C++, PHP, MATLAB, HTML ,JavaScript

Technologies & Tools

Apache Spark | Seaborn | Pandas | TensorFlow | Numpy | OpenCV | Scikit-Learn | Matplotlib | AWS | GCP | Tableau

Django | Jupyter Notebook | Auto CAD | Xcode | Eclipse | Post-greSQL | My SQL | PyMogong | MangoDB

Working Experience

Nielsen (NYSE:NLSE)

Project Intern 04/2018 – 08/2018 | San Francisco, CA

- Prototyped and developed database-to-web application using Django framework building project directory.
- Integrated Nielsen marketing cloud with Automatic Content Recognition (ACR) SDK for video fingerprint generation.
- Data calibration: assign weight to devices to calibrate for geographic and viewing outlier of Smart TV viewership data.

Sunlands Online Education Group (NYSE:STG)

Business Intelligence Engineer 07/2016 – 05/2017 | Beijing, China

- Optimized the performance of business-critical queries and dealt with ETL related issues.
- Implemented automating report generation framework and tool for Learning Management System.
- Analyzed customers behavior data and implemented visualization dashboard for 5 regions (Beijing, Wuhan, Shenzhen, Shanghai, Guangdong) internal revenue model.
- Explored millions database records to discorver highest refund rate city and hidden pattern to reduce financial loss.

Tencent (NYSE:TCEHY)

Software Engineer 03/2015 – 08/2015 | Beijing, China

- Developed data feeds for tune in & tune out calculation, using grids and object-oriented database for online streaming games.
- Refactored code of Tencent Video customer information module.
- Integrated Tencent Video SDK with Tencent Social Ads (TSA) platform based on feedback.
- Participated in designing the channel recommendation algorithm.

Projects

Image Recognition Project 02/2019 - 03/2019

- Create a Convolutional Neural Network that is able to detect various objects in images.
- Implement this Deep Learning model to recognize particular objects in a set of pictures.

RMS Titanic Data Anaysis 01/2019 - 02/2019

- Cleaned up the data to build a survivor prediction model.
- Audited data validation
- Crosschecked missing data with other data

Implemented simple version search engine mimic Google Page Rank algorithm   11/2018 - 01/2019

- Optimized the web crawler data structure to improve searching result
- Inplemented page ranking formular with different factors