

Alexander Liu

CONTACT

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EDUCATION

U.C. Berkeley B.A. Computer Science

GPA: 3.6/4.0

Summer 2021

Relevant Courses

Principles & Techniques of
Data Science
Discrete Math &
Probability Theory
Artificial Intelligence
Linear Algebra
Database Systems
Data Structures & Algorithms

SKILLS

Programming Languages & Libraries

Python
Pandas
NumPy
Flask
SQL
JavaScript
React
HTML & CSS

Soft Skills

Communication
Collaboration
Time Management
Inquisitiveness
Adaptability

PROFILE

Versatile project manager with a solid technical background in computer science and extensive experience in developing and organizing AI solutions at PRH. Passionate about machine learning and committed to contributing to data-driven initiatives to enhance organizational efficiency and performance.

EXPERIENCE

Project Management Analyst Penguin Random House

June 2021 – Present
New York, NY

- Managed 40-member cross-departmental program group on generative AI to develop execution and risk mitigation strategy for project portfolio focused on enhancing operational efficiency through automation.
- Streamlined data-driven book opportunity assessment process by building tool to facilitate analysis of the keywords' revenue potential using sales volume, revenue, entrenchment, and search rank percentile data of comparison titles and their keywords. Leverages LLM API (OpenAI's GPT) with engineered prompts to articulate insights derived from data in an accessible way.
- Created automated Amazon product description copywriting process for hundreds of title. Developed scripts to extract and clean semi-structured data to use in fine-tuning pretrained model (GPT3.5). Implemented user-friendly interface to enable editors to interact with LLM to generate production copy for new titles.
- Developed QA scripts to automate metadata validation on Sales Platform sites. Crawls and parses title information on product modules to compare with metadata received from PRH API API, reducing time required from hours to minutes.

PROJECTS

Bitcoin Pricing Model

- Multivariate LSTM recurrent neural network built with TensorFlow's Keras API to predict future prices of Bitcoin.

Deep Learning Blog

alexanderzliu.github.io/deep-learning-blog

- Ongoing collection of personal exercises and explanations on various topics in machine learning while self-studying through massive, open, online courses including Andrew Ng's Machine Learning Specialization, fast.AI's Practical Deep Learning for Coders, MIT's 6.S191 - Intro to Deep Learning and HuggingFace's Natural Language Processing Course.

COVID-19 Case Predictor

- Ridge regression model built with scikit-learn to forecast different states' number of covid cases serving as exercise in feature engineering with features related to political demography.