

# Alexander Liu

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## 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

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## 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.

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## EXPERIENCE

### Project Management Analyst October 2021 – Present Penguin Random House New York, NY

- Managed 40-member cross-departmental program group in overseeing a project portfolio of generative AI efforts. Regularly shared information, facilitated discussion and supported coordination amongst a diverse set of stakeholders to identify, assess and execute on opportunities to enhance operational efficiency using AI & ML.
  - Streamlined data-driven book opportunity assessment process by building a tool to facilitate analysis of a keywords' revenue potential using sales volume, revenue, entrenchment, and search rank percentile data of comparison titles and their keywords. Leverages Azure OpenAI's GPT API with prompts engineered to articulate insights derived from data in an accessible way.
  - Built automated Amazon product description copywriting system by constructing scripts to extract and clean semi-structured data from book planning documents to use in fine-tuning a pretrained model (GPT-3) and implementing a UI to simplify interaction with the LLM.
  - 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, reducing QA time from hours to minutes.
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## 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](https://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 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-19 cases, serving as an exercise in feature engineering utilizing features related to political demography.