Alexander Liu

CONTACT

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EDUCATION

U.C. Berkeley
B.A. Computer Science
GPA: 3.6/4.0
Summer 2021

SKILLS

Programming Languages&Frameworks
Python
Java
JavaScript
HTML/CSS
Flask
React

Project Management Tools&Methodologies
JIRA
Excel
PowerPoint
Notion
Agile
Scrum

Soft Skills
Communication
Collaboration
Time Management
Problem-Solving
Adaptability

PROFILE

Innovative technical project manager with 2 years of experience in leading teams to leverage emerging technologies like generative AI to boost operational efficency at an enterprise-level. Uses technical adeptness and creativity to deliver automated process to write tailored sales copy for 70,000+ backlist titles.

EXPERIENCE

Project Management Analyst   *June 2021 – Present*
Penguin Random House   New York, NY

- Managed 30-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
- Led automation of metadata cleanup of 70,000 backlist titles by using generative AI to write search optimized sales copy
- Developed LLM-enabled interface to allow editors to automatically generate Amazon product description in imprint specific format, used for 150+ of titles
- Reduced clients' customer account integration time by 75% managing creation and deployment of Azure-powered accounts look-up and matching dashboard

Distributed Legder Tech. Analyst Intern   *June 2020 – August 2020*
CSAA, a AAA insurer   Walnut Creek, CA

- Proposed a 2-year, $100k investment strategy to explore blockchain's integration into proof of insurance and first notice of loss workflows
- Initiated membership to blockchain consortium for participation in insurance blockchain ecosystem

PROJECTS

Amazon Product Description Generator
Technical Lead   *November 2022 – May 2023*

- Created automated Amazon product description copywriting process for hundreds of titles by using OpenAI GPT-3.5 API. Developed metadata scraping scripts, fine-tuned models, and prompting strategies to ensure copy quality and format. Implemented user-friendly interface to enable editors to interact with LLM to generate production copy for new titles.

"About the Book" Copy Generation
Project Manager   *May 2023 – Present*

- Led project to streamline metadata cleanup of 70,000 backlist titles using GPT-3.5 API to write 'About the Book' description while injecting search optimizing keywords. Created automated copy scoring system to ensure prompts resulted in generations following corporate guidelines for copy