

Botao Li / 李伯韬

- Tel/Whatsapp: +86 13760211643
- WeChat: bourneid
- Email: 524052035@qq.com
- Tech Blog: <http://bourneli.github.io>

Experience

Tencent (Mar. 2011 to Present)

Sep. 2021 to Present, Singapore, User Acquisition in Games

T11 Machine Learning Engineer, Manager for Machine Learning (L1-2)

Lead teammates to solve game user acquisition problems, such **advertisement creatives insights analysis, campaign seeds optimisation, campaign strategy recommendation** and so on. We mainly leverage machine learning / deep learning algorithms, Airflow, Flask, Spark, Hive and Hadoop to construct our solution.

May 2020 to Aug. 2021, Shenzhen, User Acquisition in Games

T11 Machine Learning Engineer, Tech Leader and Manager for Machine Learning (L1-2)

Recruit a global machine learning team with **10 teammates and distributed in 4 regions worldwide**. Lead team to rebuild the machine learning pipeline and services. Explore the user acquisition solution for globally publishing games.

Sep. 2017 to Apr. 2020, Shenzhen, Recommendation in Games

T10 Machine Learning Engineer, Tech Leader

Led the team to support the items recommendation for MMO, casual and Moba game. There were three subordinates in the team, and 70% of my energy for individual contribution and the rest 30% for management. The main achievement was to **promote the upgrade of recommendation solution**, including 4 aspects that are feature engineering, item recalling, ranking and engineering architecture. Finally, led to an efficiency improvement of **170%+** and effectiveness improvement between **3.8% and 28.13%**.

Sep. 2016 to Aug. 2017, Shenzhen, SNS mining in Games

T10 Machine Learning Engineer

Involved in in-game social network mining, using complex network algorithms to improve the efficiency of in-game friend recommendation, guild recommendation and churn players recalling. **Main technical contribution is the independent development of super large-scale Eulerian Distance LSH algorithm which only took 13 hours to process 90 million nodes social network**, details are recorded here:

- [LSH\(1\) collision probability analysis](#)

- [LSH\(2\) working principle](#)
- [LSH\(3\) parameter selection](#)
- [LSH\(4\) algorithm implementation and optimization summary](#)

The summary of the solution refers to this article [Summary of Link Prediction in Online Games](#), and it had applied in games such as King of Glory(王者荣耀), WeRun(天天酷跑), etc.

Jul. 2014 to Aug. 2016, Shenzhen, User profiles in Games

T9 Data Analyst

Participated in the development of the game **user profile specification** and the development of profile data, mainly involving user data cleaning, common feature framework development, and derived tag calculation.

Mar. 2013 to Jun. 2014, Shenzhen, Business Intelligence in Games

T8 Data Analyst

Participate in the operation analysis of More Fun Studio games, mainly developing and maintaining operation reports, involving business: QQ Farm(QQ农场), Naruto(火影忍者), Q Tour(Q游记), Crazy Union(疯狂联盟), QQ Shuihu(QQ水浒), etc. **Proactive use of machine learning algorithms for accurate user mining to improve the effectiveness of targeted interventions.**

Mar. 2011 to Feb. 2013, Shenzhen, Test Development In Internet Products

T5 to T7 Test Developer

Developed continuous integration system (CI) plugins to improve efficiency. Developed testing platform to improve testing efficiency.

Oracle - Shenzhen (Jul. 2010 to Nov. 2010)

Development Intern

Participated in the development of Oracle Virtual Server Management Platform.

Education

- Sep. 2009 to Jun. 2011, Wuhan University / Software Engineering, Master
- Sep. 2005 to Jun. 2009, Wuhan University / Software Engineering, Bachelor

Skills

- Programming: Scala, Python, R, SQL, Golang
- ML/DL Framework: Spark, Xgboost, Scikit-learn, Tensorflow
- Big Data Suite: HIVE, Storm, Hadoop, Redis, MySQL, PgSQL
- Development: Git, Jenkins, Docker, Airflow