CHRISTINA HO

New York, NY | 646-330-8258
christinalingho@gmail.com
github.com/christina-ho
linkedin.com/in/christina-ling-ho

EDUCATION

NEW YORK UNIVERSITY

MSc. Applied Statistics *GPA: 3.91 | May 2020*

Teaching Assistant: Machine Learning, Statistical Computing
Coursework: Probability, Inference (Frequentist and Bayesian), Causal Inference, Nested and Multilevel Models

B.S. Economics, Minor in Business *May 2017*

TECHNICAL

Programming: R • Python
Analytics: SQL • Git • Tableau
Excel • LaTeX • Linux
Web: HTML • CSS • JavaScript

EXPERIENCE

- **SAATCHI AND SAATCHI WELLNESS (PUBLICIS GROUPE)** — NEW YORK, NY
  Data Science Intern — *Jun 2019 – Aug 2019*
  - Optimized media advertising spend by training machine learning models to predict healthcare provider behavior, drug trial adoption rates, prescription, and channel response rates (e.g. 90% accuracy for health care provider classification)
  - Revealed 20% more queries and tags on Google Search and Twitter for ad targeting by probing the recommendation engines, using API calls and developing Tableau dashboards
  - Utilized Google Analytics and Google Tag Manager to manage CRM activity and track 5+ campaigns

- **NEW YORK UNIVERSITY GLOBAL PUBLIC HEALTH RESEARCH LAB** — NEW YORK, NY
  Data Science Research Assistant — *Jan 2019 – Dec 2019*
  - Revealed attitudes toward tobacco products by analyzing 20k+ Reddit and Twitter posts and comments using NLP techniques and generalized linear models
  - Measured the impact of gentrification on the likelihood of holding tobacco licenses in New York by leading a spatial time-series project primarily using ACS Census data and tobacco retailer data

- **HAVAS MEDIA** — NEW YORK, NY
  Strategy & Insights Associate — *Aug 2017 – Mar 2018*
  - Recommended 7+ sponsorship strategies that align with the target audience for clients (Coca-Cola, Fidelity) using consumer behavioral data from syndicated research tools by Nielsen, MRI, and Ipsos
  - Ensured accurate measurement of 10+ media partnerships through econometric modeling platforms

DATA SCIENCE PROJECTS

- **Rating the Raters: Bias Analysis on Yelp |** — Dec 2019
  - Predicted star ratings for businesses on Yelp by extracting features via bag of words and part of speech models for three learning models (Naïve Bayes, Multinomial Logistic Regression, SVM)
  - Bias was calculated by comparing the predicted star ratings to the actual star ratings

- **Using Big Data to Estimate Consumer Surplus: The Case of Airbnb |** — Nov 2019
  - Predicted elasticity estimates at several points in the demand curve to estimate consumer surplus by using regression and clustering techniques (e.g. K-means)
  - Estimated consumer surplus and targeted marketing using discrete buckets of Airbnb listing clusters

- **Detecting Cannabis Use in Youth |** — Dec 2018
  - Showed depression is the primary risk factor for youth cannabis use by building 6 predictive models
  - Paper submission accepted to The International Conference on Compute and Data Analysis 2019

OTHER

Interests: Baking • Barre • East Asian History • Hiking • HIIT • Museums • Roadtrips • Volunteering
Languages: Mandarin Chinese • Cantonese • French