Ma Guowei

Curriculum Vitae

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Research

- Data Mining   - Machine Learning   **Advisor**: Enhong Chen

Education

09/2012~ Present   M.S.c Computer Science,University of Science and Technology of China
GPA: 3.61/4.3, Top 15%

09/2008~07/2012   B.S. Computer Science and Technology, ZhengZhou University
GPA: 3.69/4 ,   Top 5%

Research Experience

2014~2015   **Identifying Hesitant and Interested Customers for Targeted Social Marketing.**
This work has been accepted by PAKDD 2015, and I am the first author. This project designed a framework and proposed specific algorithms to identify the most valuable customers who are interested in the products and have not yet decide to choose which company's products.

01/2013~03/2014   **Influence Maximization in Social Networks.**
This project targets at finding the most influential persons in a social network. I am mainly responsible for the implementation and comparison of the algorithms published in literatures, including a greedy algorithm, CELF, and some heuristics like DegreeDiscount, PageRank.

09/2013~01/2014   **Teaching Assistant**, Machine Learning and Knowledge Discovery (For Graduate Students), USTC.

04/2010~09/2011   **Microsoft 3D Humanoid Robot Simulation Competition**, China Robot Competition and The RoboCup China.
This project is aimed at proposing the decision solutions by using the artificial intelligence techniques, such as AND-OR graph (game-tree) search algorithms. I am captain, design the algorithm framework and implement the main algorithms.

Internships

06/2014~09/2014   **Research and Development Engineer(full-time intern), Baidu (Beijing)**
I joined the customer relationship management team, and my responsibility is to exploit machine learning techniques, like clustering and label propagation, to identifying the most valuable customers/companies who have the higher probability to advertise their product on our site.

02/2012~08/2012   **Development Engineer (full-time intern), Alibaba (China) Technology Co., Ltd.**
I joined the risk control and anti-fraud team, and our mission is to control risk on every tarde and recognize the fraudulent trade. Specifically, besides the fundamental rules engine, we exploited many machine learning techniques, like decision tree and logistic regression, to build an real-time model, which can improve significantly the precision and recall of the recognition.

Honors

09/2010~09/2011   National Scholarship for Encouragement

2010~2011   The first place finalist in 2011 and the second place finalist in 2010 of the Microsoft 3D Humanoid Robot Simulation Competition, China Robot Competition and The RoboCup China, China