

Guowei Ma

Master, Computer Science
University of Science and Technology of China

I Love the World ☺

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Education

- Interested Topics Data Mining, Machine Learning, NLP
- 09/2012~06/2015 **Master**, Computer Science, University of Science and Technology of China
GPA: 3.61/4.3, Top 15%
- 09/2008~07/2012 Bachelor, Computer Science and Technology, ZhengZhou University
GPA: 3.69/4, Top 5%

Work Experience

- 06/2015~current **Algorithm Engineer, Alibaba Group (Hangzhou, China)**
- Designed and implemented the travel path programming algorithms, which was used in the online App QingTingTrip, and try to answer traveller's questions by exploring NLP skills and knowledge base.
- Designed an algorithm framework and used machine learning algorithms (Item-based CF & Matrix Factorization) to recommend personalized items for users, which were first used in the Guess-You-Like of AliTrip(Qu'A) in the wireless end (Native and H5).
- 06/2014~09/2014 **Engineering intern, Baidu (Beijing, China)**
Analyzed the features (eg. business scope) of companies and implemented the label propagation algorithm to cluster the similar companies, and then predicted the probability of a company's advertising, by exploiting the behavior of the company's neighbors. The Baidu's sellers could focus on these companies with higher probabilities and help them promote their products.
- 09/2012~06/2015 **Laboratory of Semantic Computing and Data Mining, USTC**
Studied the basic concepts and techniques about data mining and machine learning. Published two papers related to influence maximization and personalized recommendation (see below).
- 02/2012~08/2012 **Engineering intern, Alibaba (Hangzhou, China)**
Exploited many machine learning algorithms, like decision tree and logistic regression, to recognize the online fraudulent trades. The overall system combines the rule-based engine and machine learning models to recognize the fraudulent trades, and it works well.
- 04/2010~09/2011 **Microsoft 3D Humanoid Robot Simulation Competition, The RoboCup China**
Joined a team of Microsoft 3D Humanoid Robot Soccer Simulation Competition. I was the team-leader and was responsible for designing the main algorithms (like GameTreeSearch). Our team got the champion and the runner-up of that competition in 2011 and 2010, respectively.

Basic Skills

- Language Java, C/C++, Python, Shell; Database: RDBMS(SQL), RDF Store (SPARQL)
- Dev Skills Algorithm Design, Stanford CoreNLP, Spring Framework ...
- Tools Weka, Jena, Latex

Publications

- 06/2015 **Guowei Ma, Qi Liu, Enhong Chen, Biao Xiang. Individual Influence Maximization via Link Recommendation**, WAIM'2015:42-56, Qingdao, China, 2015.
- 05/2015 **Guowei Ma, Qi Liu, et al. Identifying Hesitant and Interested Customers for Targeted Social Marketing**, PAKDD'2015:576-590, Ho Chi Minh City, Vietnam, 2015.