

## Education

Interested Topics	Data Mining, Machine Learning, NLP
09/2012~06/2015	<b>Master</b> , 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	<b>Algorithm Engineer, Alibaba Group (Hangzhou, China)</b> - Designed and implemented the travel path programming algorithms, which was used in the online App <u>QingTingTrip</u> , 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 & PMF) 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	<b>Engineering intern, Baidu (Beijing, China)</b> 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	<b>Laboratory of Semantic Computing and Data Mining, USTC</b> 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	<b>Engineering intern, Alibaba (Hangzhou, China)</b> 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	<b>Microsoft 3D Humanoid Robot Simulation Competition, The RoboCup China</b> 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, Spring Framework, MapReduce
Tools	Weka, Jena, Latex

## Publications

06/2015	<b>Guowei Ma, Qi Liu, Enhong Chen, Biao Xiang. Individual Influence Maximization via Link Recommendation</b> , WAIM'2015:42-56, Qingdao, China, June 8-10, 2015.
05/2015	<b>Guowei Ma, Qi Liu, et al. Identifying Hesitant and Interested Customers for Targeted Social Marketing</b> , PAKDD'2015:576-590, Ho Chi Minh City, Vietnam, 2015.