

## Education

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

## Work Experience

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|-----------------|---|
| 06/2015~09/2016 | <b>Algorithm Engineer, Alibaba Group (Hangzhou, China)</b><br>- 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.<br>- 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 | <b>Engineering intern, Baidu (Beijing, China)</b><br>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><br>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><br>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><br>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

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| 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 | <b>Guowei Ma, Qi Liu, Enhong Chen, Biao Xiang. Individual Influence Maximization via Link Recommendation</b> , WAIM'2015:42-56, Qingdao, China, 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. |