

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 <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	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, June 8-10, 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.