

# Gary (KuoWei) Mu

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## >>>Skills

- **Data Science & BI Stack:** SQL, R, NLP, Python, Tableau, Looker, AB-testing
- **Web Analytics:** Google Analytics, Tag Manager Systems (GTM), Amplitude

## >>>Experience

### **Chan Zuckerberg Initiative, Staff Data Scientist, Redwood City** Jan 2021 – Present

- Leverage LLM and AI technology to develop solutions that facilitates classroom activities and improve education outcomes for teachers (see <https://garymu.com/myapps> for examples)
- Work on projects to build efficient online learning platform products for public schools to enhance the classroom experience used by 5K teachers and 10K students.
- Conduct data analysis using methods like experimentation, Machine Learning, NLP, and other statistical methods from user behavior data, and help the team make data-informed product decisions.
- Use Airflow to create and maintain data pipelines that powered front-end user-facing products and internal datasets that enabled data scientists to conduct analysis with 30%+ improved efficiency.

### **Betterhelp, Senior Data Scientist, Mountainview, CA** Jul 2023 – Jun 2024

- Work on projects to ensure and improve the quality of therapists and improve their availabilities for clients seeking their therapy services.
- Conducted data analysis using methods like experimentation, and statistics from user behavioral data to inform product decisions.
- Leverage Airflow & DBT to create and maintain data pipelines

### **Facebook, Data Scientist, London, UK & Menlo Park, CA** Oct 2017 – Dec 2020

- Led data science projects on the Community Integrity team, using data to discover abuse trends to improve enforcement experiences and reduce harmful content on Facebook.
- Collaborated with key cross-functional stakeholders, including PM, Design teams, and Software Engineers to leverage AB testing to evaluate product impact and inform ship/no-ship decisions.
- Drove several early product initiatives using data insights. For example, I helped build the Facebook enforcement appeal system to mitigate enforcement mistakes for 10M users and reduce recidivism from 10K users per day. I also designed an equitable Facebook Groups strike system using quantitative signals and statistical methods to determine fair thresholds for Group takedown enforcement that had a positive impact for 2M Facebook Groups.

### **The Honest Company, Web Analytics Manager, Los Angeles** June 2016 – Oct 2017

- Led the company's web analytics strategy with Google Analytics and Google Tag Manager to collect, analyze e-commerce performance and inform business strategy to increase online sales.
- Worked cross-functionally with Product, Finance, Marketing, Operations, and Technology teams to extract online sales and user data using AB testing and SQL to measure business project impacts and provide optimization recommendations to improve online sales conversions and subscription retention.

### **Priceline.com, Senior Business Analyst, New York City** Dec 2015 – June 2016

- Led Priceline.com web analytics strategy with Google Analytics Premium and Google Tag Manager, and shortened data-to-action turnaround time for all product and marketing teams.

- Oversaw data integrity with more than 200 million/month website hit volume and worked with Product managers and Engineers to define and collect data to measure the business and project success.

**Ansible Mobile (IPG), Senior Digital Analyst, New York City**

Jan 2010 – Nov 2015

- Led digital analytics for Kia.com, including preparing and presenting weekly dashboards and insights to Kia CMO and identified opportunities to increase user engagements and conversion rates by 10%.
- Developed measurement and learning plans across all types of digital marketing campaigns with a strong focus on mobile, including lead generation, awareness, acquisition and re-engagement.

## **>>>Education**

**Columbia University**, School of International and Public Affairs, New York

*MA, International Economics, Media and Communications, GPA: 3.8*

**National Taiwan University**, Taipei

*BA, Political Science, GPA: 3.8*