

# Jessie (Zhe) Ji



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## Education

**Key Courses:** Statistical Models and Data Mining, Statistical Consulting, Data Analytics & Machine Learning, Experiment Design, Financial Mathematics, Optimization Analytics, Calculus and Vector Analysis

### University of California, Berkeley

*Masters of Engineering, Industrial Engineering & Operations Research*

**Graduated May 2017**

GPA: 3.66/4.0

### University of California, Los Angeles

*Bachelor of Science, Statistics, Honors Student*

**Graduated June 2016**

GPA: 3.84/4.0

### Penn State Greater Allegheny

*Pre-major in Risk Management – Actuarial Science, Honors Student*

**Transferred out May 2014**

GPA: 4.0/4.0

## Professional Experience

### Data Scientist | Verizon Media (Yahoo) | Sunnyvale, CA

**July 2017 – now**

#### Responsibilities

- Lead complex analyses across orgs to evaluate system performance and impact product roadmap.
- Collaborate with PMs, sales teams and engineers to explore business opportunities by conducting research on bidding arbitrage, advertising features, pricing algorithms and user segments, across ads channel.
- Build data ETL pipelines to track key metrics and perform exploratory analysis in Spark, Oozie, Druid.
- Present findings to key leadership, and create intuitive dashboards for executive monitoring in Superset.

#### Impact Highlights

- Introduce \$3M yearly profit lift by prototyping a Supply Path Optimization model, designing and analyzing A/B testing experiments.
- Reclaim \$4M yearly revenue by productionizing an actionable data insights and recommendation pipeline.
- Improve backend serving efficiency by 7% through developing a Supply Scoring (linear regression) model.
- Substantiate resource allocation planning by performing revenue impact analysis across 6 different teams.
- Empower strategy team with predictive underspending alerts to retain a multi-million-dollar spender.

#### Leadership

- Co-manage an internal user data platform and build institutional memory in ad-hoc troubleshooting, data quality verification, anomaly detection, and metrics monitoring.
- Mentor 4 junior data scientists, and extend personal trustworthiness to create a data team brand.

### Analytics Intern | Legendary Entertainment | Burbank, CA

**February 2016 – May 2016**

- Identified potential audience for 12 target shows/films through SEO research and social/web volume traffic.
- Conducted sentiment analysis from 10+ million social conversation queries for digital campaign execution.
- Reduced campaign cost by \$0.03/view/ad for all future campaigns through researching 1 ads platform defect.

## Academic Project

### TicketMaster UCLA DataFest: 48-hour Challenge

**April 2016 – May 2016**

- Devised 3 new predictors through feature engineering from 45 original factors over 1.7 million user records.
- Designed 2 variables across 3 datasets served for internal validation for clustering performance in R.
- Distinguished true fans from scalpers by a K-means model with 84% accuracy for customer segmentation.

## Technical Skills

Spark (PySpark), Python, Hive, SQL (MySQL), R, Pig, Oozie, Hadoop, Druid, Superset, Zeppelin