

Jonathan Ma

SOFTWARE ENGINEER · COMPUTER SCIENCE MAJOR AND ECONOMICS MINOR · UNIVERSITY OF WATERLOO

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About Me

Programming C++/C · Python · NodeJS · Bash
Analytics IPython · SQL · Tableau · Excel/VBA · R
Web/Media Express · Flask · HTML/CSS/Javascript · Photoshop · Premiere Pro

Experience

Facebook

Menlo Park, CA

DATA SCIENTIST - VIDEO TEAM

Sep. 2017 - Now

- Led how we ran Newsfeed ads for creators on the Launchpad program with \$400M budget by optimizing ad objectives and budgeting between creators improving follower quality by 60%
- Worked with cross functional partners to improve video publishers' experience through Creator Studio as the sole data scientist supporting 5 PMs
- Presented analyses on our video ecosystem to help fix distribution for high quality publishers and re-evaluate our top line goals to reflect that. This increased watch time on high quality content by 9%

BuzzFeed

New York, NY

ASSOCIATE DATA SCIENTIST - CONTENT TEAM

Apr. 2017 - Sep. 2017

- Analyzed our video content on Facebook to increase our video distribution and grew our pages' views by 54%
- Wrote Slack Bots in Python and modified to alert content partners of their top performing videos
- Automated company-wide weekly metrics reports pulling data from all distribution platforms saving hours of labor from analysts

Internships

Microsoft

Redmond, WA

PROGRAM MANAGER INTERN - WINDOWS SERVER SECURITY TEAM

May. 2016 - Aug. 2016

- Owned and designed an IT security product based on shielded Virtual Machine technology that lets organizations easily deploy privileged access workstations
- Implemented multiple iterations of the prototype with Powershell scripts

Facebook

Menlo Park, CA

DATA SCIENTIST INTERN - GROUPS TEAM

Sep. 2015 - Dec. 2015

- Presented multiple analyses on time spent and changed our topline metric goals
- Worked with Group growth team on Highlight Notifications to improve audience targeting increasing click-through rate by 32%
- Filed a patent on adjusting pacing of notifications based on interactions with previous notifications

LinkedIn

Mountain View, CA

SOFTWARE ENGINEER INTERN - GRAPH TEAM

Jan. 2015 - Apr. 2015

- Designed and implemented query persistence on the new generation graph database that would be the core of the Economic Graph
- Analyzed performance on our query processor to find bottlenecks
- Developed a framework around Norbert and Kafka to test for correctness on new builds in our distributed systems

Citadel

Chicago, IL

FINANCIAL TECHNOLOGY ASSOCIATE INTERN - OPTIONS TEAM

Jun. 2014 - Aug. 2014

- Developed in C++, a high performant multithreaded WebSocket server serving all the traders' browser to replace an existing C++ GUI
- Improved performance from the old GUI by using low lock times, non-blocking I/O, async events and caches

Education

University of Waterloo

Waterloo, ON

HONOURS BACHELOR OF COMPUTER SCIENCE, ECONOMICS MINOR

Sep. 2012 - January 2017

- Dean's Honours List: 92% Average