

Rose Kong

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Education

University of California, Berkeley

Expected May 2016

Master of Engineering, Industrial Engineering and Operations Research

University of Hong Kong

August 2015

Bachelor of Science, Mathematics; Computer Science Second Major (GPA 3.51 Dean's Honors List 2014)

Highlight Coursework

Optimization Analytics, Risk Modeling, Simulation, and Data Analysis, Design & Analysis of Algorithms, Scientific Computing, Software Quality & Project Management, Business Fundamental (UCB HaaS School)

Work Experience

Yahoo! Asia Pacific Pte. Ltd, Hong Kong

Summer 2014

Sales Analyst Intern

- Maintained and assisted the migration of a local Display Advertisement Database System by reconstructing and streamlining automated tasks in importing reports from the global Database managed by MicroStrategy
- Built a web-based Sales Booking Calendar, that is used among the entire Sales Team of approximately fifty members, to verify, facilitate and log all booking information

Rockwell Automation International Holdings, LLC, Hong Kong

July 2012 – Jan 2013

Intern in Compensation and Benefits Division of Human Resources

- Formulated a single logic flow for Sales Incentive Plans over seven countries in Asia Pacific with coordinations with corresponding representatives
- Designed and built a Sales Incentive Software that analyses all past plans and allows comparisons among different years and locations, which further allows simulations of proposed plans based on imported data

Academic Experience/Projects

University of California, Berkeley and NetApp

Fall 2015, Spring 2016

Capstone Project: NetApp Pipeline/Bookings Analytics Project

- Build predictive models to forecast future Sales Bookings from Sales Pipeline using Machine Learning techniques and identify best segmentation of dynamics that captures the correlation factors
- Determine the optimal frequency of data extracts for data analysis to capture accurate sales behavior

Mathematics Department, University of Hong Kong, Hong Kong

June 2015

Student Research Assistant

- Summarized papers and materials for undergraduate course concerning a simpler approach in proving Arrow's Impossibility Theorem and investigating the mathematics behind Natural Language Processing, such as the concept of Entropy, Shannon Source Code Theorem and Hidden Markov Method behind Chinese Input Method and Speech Recognition Software
- Conducted session in Undergraduate Seminar on Mathematics and Information Technology

Mathematics Department, University of Hong Kong, Hong Kong

Spring 2014

Directed Studies in Mathematics: Various Travelling Salesman Problem

- Programmed two δ -approximation algorithms for Traveling Salesman Problem (Quick Insertions Method and Christofides' algorithm) using C and C++ with coordination with Concorde and Cook's Blossoms IV
- Studied the proofs and analyzed the efficiency of the above two algorithms

Technical Skills

Software: Microsoft Office, SQL Server Management Studio

Programming: Visual C++, C, JAVA, JAVASCRIPT, PHP, SQL, MATLAB, R, VBA