

# Peter Yushun Li

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## **SUMMARY**

Senior data scientist with experience designing Generative AI and Large Language Models (LLMs) tools. Passionate about learning and exploring the boundaries of AI, and understanding how to harness it to drive business impact.

### Areas of Expertise:

Generative AI ▪ LLM ▪ RAG ▪ GPT ▪ BERT ▪ Bayesian Statistics ▪ Hugging Face ▪ Machine Learning ▪ Python ▪ SQL ▪ AWS

## **RELEVANT EXPERIENCE**

### **KNOWN**

#### *Data Scientist Manager*

Sept 2023 – Present (New York)

- Developed custom LLM driven recommendation engines; one for a large book publisher using GPT's APIs and text embeddings on the publisher catalogue, and another for Charity Navigator by fine-tuning a pre-trained BERT model
- Led a cross-functional team to design an internal Retrieval-Augmented Generation (RAG) application that vectorizes existing company documents like creative briefs and pitch decks to accelerate the creation of future docs of this kind

#### *Data Scientist*

Dec 2020 – Aug 2023 (New York)

- Created a Generative AI Slack-bot that automated the creation of a search campaign including keywords, ad group structure and ad copy, which reduced the time spent on building new campaign assets by over 80%
- Lead a team of data scientists on a social listening project that pulls data from Twitter, Spotify, Reddit, and LinkedIn APIs to build audiences based on user affinities for social, programmatic, audio, video, and influencer marketing
- Managed the paid search account for a major cancer hospital client with successful year-over-year growth in budget (over \$6M in 2023) and patient leads (11%), while supervising a team of 2 junior analysts
- Designed custom bid and budget optimization algorithms that outperformed Google's standard bid strategies in both conversion efficiency (by over 40%) and brand awareness (by over 25%)

### **ANNALECT**

#### *Data Scientist*

Aug 2019 – Nov 2020 (Chicago)

- Leveraged user data from 1P data vendors to develop customer segmentation models (k-means clustering) and look-alike models (logistic regression) to build custom audiences that can be targeted for digital media
- Built an eCommerce topic modeling tool to understand shopper behaviors and product propensity

### **HILTI (GRAD SCHOOL PRACTICUM PROGRAM)**

#### *Team Lead / Data Analyst*

Jan – Jul 2019 (San Francisco)

- Developed a standardized pricing algorithm and implemented a Tableau dashboard for the regional sales teams to calculate discount thresholds on incoming sales, which helped reduce unnecessary price leakage by over 15%

## **PRIOR EXPERIENCE**

### **DELOITTE, CAPGEMINI & CAPCO**

Apr 2014 – Jul 2018 (Chicago)

#### *Management Consultant*

- Worked on change management and org redesign projects that prepared companies for large-scale transformations, identified processes and roles facing change, and developed new role descriptions, trainings and org charts

## **EDUCATION & CERTIFICATIONS**

### **NORTHWESTERN UNIVERSITY, Evanston, IL**

BA., Economics & Chinese, June 2013

### **UNIVERSITY OF CALIFORNIA, DAVIS – GRADUATE SCHOOL OF MANAGEMENT, San Francisco, CA**

M.S., Data Science & Business Analytics, July 2019

**AMAZON WEB SERVICES:** Machine Learning Specialty, Dec. 2019 & Cloud Practitioner Certification, Dec. 2018

**DEEPLARNING.AI:** Deep Learning Specialization, May 2021

**TABLEAU:** Desktop Certified Associate, June 2019