

# TIMOTHY C. LING

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## EDUCATION

University of Southern California

B.S Business Administration, Computer Science Minor

Date of Graduation: December 2016

## WORK EXPERIENCE

**OpenX**, Pasadena, CA

May 2016-August 2016

### **Product Management Intern – External Reporting**

- Investigated low adoption rates of new programmatic ad exchange reporting platform, aiming to transition all users onto new platform and sunset legacy ad product with minimal user impact
- Analyzed quantitative data using Squirrel, SQL, and Excel, and collected user feedback from internal client services team and over 1,000 users of 100+ major clients
- Identified major blockers impacting adoption, including data center migration that doubled report execution/rendering times, structural UI changes that increased time spent creating reports, and lack of documentation and tooltip features
- Delivered recommendation to remedy inefficiencies in new reporting platform; participated in planning of usability testing for UI changes

**Pandora**, Oakland, CA

June 2015-August 2015

### **Pricing and Yield Management Intern – Audience Monetization**

- Conducted A/B testing of three advertising campaigns for seven clients, optimizing impression delivery, increasing advertisers' ROI, and identifying successful strategies for future campaigns
- Analyzed quantitative data using SQL and Hive, Excel, and Google's DoubleClick for Publishers
- Identified major inefficiencies in ad parameter attribution process, discovered parameters that doubled user engagement for Pandora's brand station product, and increased ad engagement through frequency capping

**Ticketmaster**, Hollywood, CA

July 2014-October 2014

### **Software Engineer Intern – TechOps**

- Created web application search tool which significantly reduced time spent handling server-side escalations, allowing TechOps team to customize escalation responsibilities
- As owner of UI and database designs, created storyboards and wireframes using Balsamiq
- Implemented using Django framework, MySQL backend, and Bootstrap/Javascript frontend, and built supporting RESTful API

**IRCAD-AITS**, Lukang, Taiwan

June 2013-August 2013

### **Software Engineer Intern – R&D**

- Researched feature detection algorithms to add real-time capabilities to da Vinci surgical system
- Helped integrate SIFT feature detection with other minor optimizations to increase frames per second by more than 50%

## AWARDS, ACTIVITIES AND SKILLS

- Awarded "Most Useful Award" at [Code Day](#) Hackathon for RFID Password Authentication hack
- [Illumin Engineering Magazine](#) editorial team, Mentorship Chair at Ascend Leadership, Marshall International Exchange Program
- Skills: C++, Python, Java, Javascript, HTML/CSS, R, SQL, Django, MySQL, Excel, JIRA