

# **Bianca Yang**

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**Objective:** I live and work at the frontier of technology. Let's build great things together.

## **Experiences:**

### **Machine Learning Researcher, Virtualitics**

January 2017 - Present

- Developing a 3D, virtual reality data visualization software package and data analysis development tool.

### **NLP Researcher, Lumin.ai**

January 2017 - Present

- Conducting a literature review of algorithms for NLP of idiomatic constructs.
- Skills: natural language processing, idiom processing, literature review

### **VP US Operations, Asunderwear**

July 2016 - Present

- Creating an e-commerce solution for a women's apparel business in preparation for early 2017 launch.
- Developing a search engine optimization (SEO) and marketing strategy for the Google and Facebook advertising platforms.
- asunderwear.com
- Skills: online marketing, apparel, Shopify

### **Machine Learning Researcher, Caltech**

September 2016 - December 2016

- Identifying electoral fraud and voter disenfranchisement attacks against voters in Florida.
- Skills: Geopy, clustering

### **Analyst, Caltech Investment Office**

June 2016 - September 2016

- Developed a portfolio aggregation model.
- Analyzed performance of Caltech endowment portfolio using the Bloomberg Terminal.
- Adapted a quantitative strategic portfolio allocation strategy.
- Skills: Bloomberg, quantitative finance, momentum and value strategies, Excel VBA, portfolio aggregation

### **Co-President and Board Member, Caltech Student Investment Fund**

October 2015 - Present

- Managing \$600K investment portfolio.
- Researching and developing quantitative algorithms for security valuation and allocation.
- Developing a series of lectures in value investing which can be viewed here: <https://drive.google.com/drive/folders/0B8xg0BH1sKPLS24zZWM0bExhXzg?usp=sharing>.
- Created a blog for analyst updates and reports which can be viewed here: [caltechsifupdates.blogspot.com/search/label/Minutes](http://caltechsifupdates.blogspot.com/search/label/Minutes).

- Skills: financial analysis, portfolio management, value investing, trading algorithm

### **Marketing Manager, Efficient Living and Global Goddess Beauty**

June 2015 - Present

- Researched and implemented a SEO strategy for the Amazon advertising platform.
- Expanding online business into Japan using the Fulfillment by Amazon platform.
- Managing relationship with an international trading company.
- Skills: Fulfillment by Amazon, international expansion, Amazon advertising

### **Assistant Editor, Scoutables**

June 2016 - September 2016

- Established the Scoutables brand as a reliable sports media source for baseball fans by using data analytics tools from Twitter, Facebook, Reddit, and Mailchimp.
- Skills: Mailchimp, data analytics, growth hacking

### **Treasurer, Caltech Entrepreneurship Club**

October 2015 - Present

- Connecting Caltech students to the venture capitalists and entrepreneur mentors they need to create revolutionary businesses.
- Skills: event planning, budgeting

### **Executive Committee Board Member, Caltech Y**

November 2016 - Present

- Organize and manage all student programming, including: Explore LA, Alternative Spring Break, and Cultural Events
- Skills: community service, outreach

### **Education:**

#### **Caltech, 2015-Present**

- Undergraduate double major in Computer Science and Business, Economics, and Management

### **Languages and Tools:**

- English
- Chinese
- Python (scikit-learn, numpy, matplotlib)
- C/C++
- Unity (C#)
- VBA for Excel

### **References:**

Available upon request.