

# **Bianca Yang**

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## **Skills:**

**Programming and Scripting Languages:** Python (2, 3), VBA for Excel, C, R

**Data Analysis and Machine Learning Tools:** scikit learn, numpy, pandas, Keras, Geopy, matplotlib

**E-Commerce:** Shopify, Fulfillment by Amazon (Japan)

**Marketing:** Amazon advertising, Mailchimp, Facebook Pages Analytics, Twitter Analytics

**Finance Tools:** Bloomberg, Excel

**Spoken Languages:** English, Chinese (Mandarin)

## **Overview:**

A dedicated data analysis and finance practitioner with broad professional and academic experience that includes:

- Developing 3D data visualization and machine learning insights for high dimensions breast cancer data
- Expanding US ecommerce businesses into international markets through the Amazon FBA network.
- Leading a student-led portfolio management group to create value for our \$650k endowment
- Creating a software package for analyzing voter registration data to identify potential areas of voter fraud.
- Designing and Adminstrating online ecommerce solutions for US startups.
- Securing over \$2000 from various sources to support the development and expansion of the Caltech Tennis Club.

## **Experiences:**

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

January 2017 - Present

- Developing a 3D, virtual reality data visualization software package and data analysis development tool.
- Performing quality assurance test to prepare software for beta testing.
- Project: Time Series and Virtual Reality Data Analysis for Sales Forecasting
- Project: 3D Insights for Predicting Disease Free Survival for Breast Cancer Patients (METABRIC)

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

January 2017 - March 2017

- Conducting a literature review of algorithms for NLP of idiomatic constructs.
- Developing word frequency analysis tools to detect unusual inputs.

### **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.

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

September 2016 - December 2016

- Developed clustering techniques to help identify electoral fraud and voter disenfranchisement attacks against voters in Florida using clustering techniques.

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

June 2016 - September 2016

- Developed a portfolio aggregation model based on value and momentum signals.
- Analyzed performance of Caltech endowment public equities portfolio using the Bloomberg Terminal.

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

October 2015 - Present

- Managing \$630K 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).

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

June 2015 - Present

- Researched and implemented a SEO strategy for the Amazon advertising platform.
- Managing a team of 5 to expand Kanberra Gel business into Japan using the Fulfillment by Amazon platform.

### **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.

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

October 2015 - Present

- Connecting Caltech students to the venture capitalists and entrepreneur mentors they need to create revolutionary businesses.

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

November 2016 - Present

- Organize and manage all student programming, including: Life Skills, Explore LA, Alternative Spring Break, and Cultural Events series

### **Education:**

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

- Undergraduate double major in Computer Science and Business, Economics, and Management
- GPA: 3.9

### **References:**

Available upon request.