Bonnie Yu

yuqiaoyan@gmail.com | www.bonnieyu.com | (617) 319-2286

University of Michigan. Ann Arbor, MI
Masters of Information Science
Relevant Courses: Information Retrieval & Search, Data Structures and Algorithms (EECS 281), Recommender Systems
Graphic and Interaction Design, Usability Research

Harvard College. Cambridge, MA
Bachelor of Arts, Economics, Class of 2006 with Citation in Mandarin

WORK EXPERIENCE:

Visual Revenue – B2B Technology Startup that provides recommendations to news media e.g. Forbes   Summer 2012
DATA SCIENTIST INTERN – New York
- Researched and developed recommendation model to predict Facebook Likes to increase user engagement on clients' social media pages based on Facebook Posts using sentiment and regression analysis with a python and MongoDB data stack
- Ramped up development team on Facebook API, and collected and stored Facebook data on US News Properties
- Developed data visualizations using Matplotlib

Knowledge Discovery Data Mining 2012 Matching System   March 2012 - August 2012
SEARCH DEVELOPER – Ann Arbor, MI
- Lead a small team to deploy a web application (kdd.bonnieyu.com) that recommends researchers to students for the Knowledge Discovery Data Mining conference attended by 1000+ participants
- Developed recommendation engine with (py)Lucene

Microsoft Corporation – Online Services   July 2010 – June 2011
TRAFFIC QUALITY ENGINEER – Redmond, Washington
- Analyzed terabytes of web server data from the adCenter Platform on Bing & Yahoo to identify fraudsters/bots on the Microsoft network across search, display, and mobile advertising to protect over a million dollar of revenue for advertisers

Microsoft Corporation – Account Services Group Search   June 2008 – June 2010
ACCOUNT MANAGER - Redmond, Washington
- Gained strategic buy-in from Chief Marketing Officers through competitive landscape reports leading to a 25% increase in revenue of a $4+ million portfolio
- Managed search associates to collect data for account performance reports
- *UX Research:* Partnered with adCenter's research teams to improve on price estimation algorithm by designing and analyzing an A/B accuracy assessment test for the KSP platform - Shipped 2010

Microsoft Corporation – Account Services Group Search   August 2006 – September 2008
SEARCH ANALYST - Redmond, Washington
- Grew $2+ million account portfolios 20% over revenue quota through analyzing and optimizing paid search, contextual, and mobile data for key advertisers and agencies such as Cars.com, Lenovo, T-Mobile, and University of Phoenix
- Developed and designed Excel tool that charted graphs for 40 analysts; decreased process time from 5 hrs to 20 mins
- *UX Research:* Ran focus groups and contextual inquiry studies to improve on the adCenter Desktop tool with engineering

SKILLS:
- Python, C++, MySQL, MongoDB, Basic HTML/CSS/jQuery/PHP, Arduino
- Libraries: Lucene, pandas, Matplotlib, sci-kit learn, Numpy, StatsModels, NLTK
- Statistics & Social Network Tools: Eviews, R, GUESS, Gephi, Amazon Mechanical Turk
- Linux/Unix, Windows, Mac OS X
- Basic Knowledge of Wireframing, Usability Research, Photoshop/Illustrator

INTERESTS:
- **Entrepreneurship** – Participated and organized Startup Weekend Competitions in Seattle; Assisted in organizing hackathons and tech activities offered by Michigan Hackers, an organization