Bonnie Yu

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EDUCATION:

University of Michigan. Ann Arbor, MI
Masters of Information Science, Candidate 2013
Courses: Graphic and Interaction Design, Information Retrieval, Recommendation Systems, Data Structure & Algorithms

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

WORK EXPERIENCE:

KDD 2012 Matching System   March to August 2012
PROGRAM MANGER/DEVELOPER (FREELANCE CONTRACT) – 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
- Gathered user requirements and negotiated payment from client; developed information retrieval system with (py)Lucene

Visual Revenue – B2B Technology Startup that provides recommendations to news media e.g. Forbes   Summer 2012
DATA SCIENCE INTERNSHIP – New York
- Developed a model to investigate effectiveness of predicting Facebook Likes based on content using sentiment analysis and regression analysis with a python and data mining libraries including pandas, sci-kit learn, numpy, statsmodel
- Collected and managed the Facebook data in MongoDB
- Ramped up development team on Facebook API by reporting on API nuances

Microsoft Corporation – Online Services   July 2010 – June 2011
TRAFFIC QUALITY ENGINEER – Redmond, Washington
- Analyzed web server data from the adCenter Platform on Bing 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
- Partnered with adCenter's research teams to improve usability by designing and analyzing an A/B accuracy assessment test - Shipped 2010
- Managed search associates to create account performance trend reports for clients

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
- Ran focus groups and contextual inquiry studies to gather user feedback on new features for adCenter's engineering team
- Created an internal Excel tool that charted graphs for over 40 analysts; decreased process time from 5 hours to 20 minutes.

SKILLS:

- Python, C++, MySQL, MongoDB, HTML/CSS/jQuery/PHP (Basic), Arduino
- Wireframe (Keynotopia), Usability Research, Photoshop/Illustrator (Basic), Microsoft Office (Expert)
- Statistical Tools: Eviews, R, GUESS, Gephi, Amazon Mechanical Turk
- Linux/Unix, Windows, Mac OS X

ACTIVITIES:

- **Coursera Social Network Analysis Teaching Assistant –** Review and test video lectures, assignments for 10k students

- **Mentoring** – Mentor at University of Michigan Mentorship program. Also gathered user requirements and developed prototype web application for their program.