Bonnie Yu

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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

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

SKILLS:
- Python, C++, MySQL, MongoDB, Basic HTML/CSS/jQuery/PHP
- 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