

# Bonnie Yu

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## EDUCATION:

### University of Michigan. Ann Arbor, MI

*Masters of Information Science, Candidate 2013*

Courses: Information Retrieval, Social Network Analysis, Recommender System, Graphic Design, Data Structures

### 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 SCIENCE INTERNSHIP – New York*

- Ramped up development team on Facebook API by reporting on API nuances and collecting data on US News Properties
- Developed a model to investigate effectiveness of predicting Facebook Likes based on content using sentiment analysis and regression analysis with a python and MongoDB data stack; libraries include pandas, sci-kit learn, numpy, statsmodel

### 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](http://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

### 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 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
- Statistical, Social Network, Research Tools: Eviews, R, GUESS, Gephi, Amazon Mechanical Turk
- Linux/Unix, Windows, Mac OS X
- Basic Wireframe, Usability Research, Photoshop/Illustrator

## INTERESTS:

- **Entrepreneurship** – Participated and organized Startup Weekend Competitions in Seattle; Assisted in organizing hackathons and other tech activities offered by Michigan Hackers, a student run organization that promotes learning outside of the classroom