

# Emily Gee

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## Experience

**Senior Data Scientist**, Meta - New York, NY

Feb 2024 - Present

- Influence product strategy of Messenger Stories to drive engagement and monetization potential; resulted in 0.12% incremental user sessions among young adults in US & Canada
- Prioritize engineering investment in highest ROI business opportunities through data analysis and rigorous experimentation

**Data Scientist**, Meta - Seattle, WA & New York, NY

Aug 2020 - Feb 2024

- Global scale real-time communication infra enabling video calling for 1B+ users across Messenger, Instagram, and the family of apps
- Conducted exploratory and statistical analysis to uncover opportunities and prioritize engineering investment in calling PREQ, contributing to a 14.5% y/y improvement in reliability
- Defined and implemented novel metrics/frameworks to quantify issues such as network congestion and feature reliability
- Extracted insights into real user pain points through topic modeling on unstructured survey data; collaborated with data engineering to design data pipeline to automate this process
- Designed cluster network experiments to ensure statistical power within reasonable time frame for new product feature; enabled valid and meaningful A/B test results that informed launch decision well before targeted launch date
- Mentored other data scientists on both technical and soft skills, such as data manipulation and written communication

**Data Science Intern**, Facebook - Menlo Park, CA

May 2019 - Aug 2019

- Explored different user segments to understand product-market fit for new feature by querying, aggregating, and analyzing large datasets
- Applied NLU models to build data pipeline with predictions of commerce intent to gain insight on organic product usage
- Leveraged machine learning models in Python to classify Facebook stories and determine feature importance

**Data Analytics Intern**, Facebook - Menlo Park, CA

Jun 2018 - Aug 2018

- Interpreted online behavioral advertising data to determine prioritization for the Ads Ranking Return On Ad Spend product
- Proposed product recommendations to cross-functional partners and senior members

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## Education

**University of Maryland** - College Park, MD

Aug 2016 - May 2020

B.S. Operations Management & Business Analytics, and Information Systems

Honors College - University Honors citation; Dean's scholarship

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## Skills

SQL, Python (pandas, numpy, scikit-learn, seaborn, plotly), Presto, Hive

Product analytics, experimentation, machine learning, causal inference (diff-in-diff, PSM), data visualization