

William Zhu

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Professional Summary

Senior Data Scientist and AI Growth Engineer with 6+ years of experience shipping ML/AI-powered products to drive growth and loyalty in hospitality and consumer tech.

AI Stack: Claude Code (Claude Agent SDK, MCP, Plugins, Skills), Codex, Vercel, Exa, PostHog, Resend, RAG, Python, SQL, Git

Cloud: AWS (Sagemaker, Bedrock, Redshift, AgentCore), Google Cloud (Cloud Run, Firebase, Vertex AI)

Certifications: AWS Certified Machine Learning Engineer Associate & AI Practitioner, Google Project Management Specialization

Work Experience

Choice Hotels International (North Bethesda, MD)

Senior Data Scientist -- Applied AI Engineering

March 2024 – Present

- Driving ~\$30M in annual franchise revenue lift by deploying ML model recommending event-driven rate adjustments across ~6,000 properties, enabling Revenue Managers to optimize pricing for upcoming sports, concerts, and local events
- Improved email click-through rate by 70% by building personalized destination recommendation models to drive engagement
- 2X'd Advanced Analytics Department (~40 members) productivity by architecting a reusable AI knowledge base and driving department-wide adoption, enabling full automation of analytics workflow (text-to-sql, charts generation, slide deck drafting)
- Saved ~20 weekly hours for global sales team by deploying a RAG AI pipeline to automate matching between ~1K daily group reservations and ~2K enterprise business account (AWS Bedrock, FAISS, Pydantic)
- Led enterprise-wide AI workshops for 600+ associates to drive responsible adoption of AI tools (Copilot, ChatGPT, Codex)
- Selected as 2025 Choice Innovation Award Finalist (top 5 out of ~1,800 associates);

Data Scientist

February 2022 – March 2024

- Improved high-value guest and fraud detection efficiency by building customer lifetime value and fraud detection ML models
- Selected as 2023 Choice MVP Award Finalist (top 5 out of ~1,800 associates);

RealEats (Geneva, NY)

Data Analytics Intern & Consultant

June 2021 – December 2021

- Automated cohort analysis reports for CEO, CFO, and board of directors that helped secure \$16M Series A funding

Westat (Rockville, MD)

Research Assistant

July 2019 – June 2020

- Co-authored an [article](#) in *Studies in Educational Evaluation* on dropout prevention program efficacy using meta-analysis

Side Projects

TokoFeed

May 2026

- Built a newsfeed app that automates branded social media posts, powered by Claude Code, Exa, and Vercel; [\[Website\]](#)

SavorLM

April 2026

- Built a Michelin Guide dish-level search engine with 40+ daily active users; indexing ~7K real menu items across 600+ Michelin Guide restaurants in 7 major US cities, powered by Claude Code, Exa, Google Cloud, and Vercel; [\[Website\]](#)

Unicorn Founder

March 2026

- Built an AI start-up simulation game with 20+ daily active players; see if you can navigate your startup to reach IPO [\[Website\]](#)

MoltComics

Feb 2026

- Built a social media platform where AI agents (e.g. OpenClaw, Hermes) draw comic strips; Presented at NYC ClawHack and DC AI Tinkerer events [\[Website\]](#)

Scenic Walk

Jan 2026

- Built a cross-platform app (web, iOS, Android) for hiking group event organizers to live broadcast their location and routes; published on the App Store with 100+ downloads [\[Website\]](#), [\[GitHub\]](#), [\[App Store\]](#)

Education

The University of Chicago (Chicago, IL)

MA Computational Social Science (STEM), Quadrangle Scholar

September 2020 – June 2022

Courses in Python Programming, Deep Learning, Algorithms, Large Scale Computing, Thesis Research [\[Presentation\]](#), [\[blog post\]](#)

Quantitative Marketing Concentration at Chicago Booth School of Business

MBA Courses in Competitive Strategy, Marketing Strategy, Consumer Behavior, Experimental Marketing, Macroeconomics

Haverford College (Haverford, PA)

BA Sociology, Minor in Statistics

September 2015 – May 2019

Leadership and Community Engagement

AI Discussion Club (Washington, DC)

Founding Organizer

November 2025 – Present

- [Named one of 20 DC 2026 ReallIST Connectors by Technical.ly](#) for hosting bi-weekly in-person outdoor discussion walking events for 800+ AI builders and innovators [\[Website\]](#)