

# William Zhu

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## Professional Summary

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**Applied AI Builder and Senior Data Scientist with 6+ years of experience applying machine learning, and agentic AI development to deliver strategic business results in hospitality, consumer tech, and research.**

**AI Development:** Claude Code (Claude Agent SDK, Strands, MCP, Plugins, Skills), Codex, Fine-tuning, RAG, Python, SQL, Git

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

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

## Work Experience

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### 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
- 2X 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)
- Improved email click-through rate by 70% by building personalized destination recommendation models for MarTech pods
- 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

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### 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

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### 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

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### 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 [\[Website\]](#)