

Linda (Mengyu) Zhang

Growth Product Leader @ Handshake

San Francisco, CA, United States | [LinkedIn](#)

EXPERIENCE

Principal Product Manager, Growth Handshake	Sep 2025 — Present United States
Lead product strategy and execution for Handshake’s growth team, owning Acquisition, Notifications, and Mobile. Drove up to 2× YoY WAU growth through product-led growth initiatives. Leverage AI to accelerate product strategy, prototyping, and execution.	
Staff Product Manager TikTok	May 2023 — Sep 2025 San Francisco Bay Area
Core product, Social Team (Feb 2024 – Present)	
- Scaling inbox and notification reach through targeted push strategies and badging experiments, driving higher interaction volume	
- Leading growth for TikTok’s Direct Messaging ecosystem, focusing on activity status, lightweight interactions, and conversation triggers to deepen social engagement	
- Designed and built core messaging infrastructure, including permissions models, typing indicators, and user state logic	
Creator Monetization (May 2023 – Feb 2024)	
- Launched TikTok’s first creator monetization data platform, enabling org-wide visibility into creator earnings and incentive performance	
- Built the first recommendation system for the Creator Monetization Center to improve content discovery and creator engagement	
- Re-designed and shipped the 2024 pricing strategy for the TikTok Creator Rewards Program, improving payout alignment and transparency	
Data Science Manager Meta	Jul 2019 — May 2023 Menlo Park, California
- Lead teams in Messenger product foundation including presence, search, sharing, notification for both Messenger and IG direct	
Data Science Analyst IRI	Jan 2017 — Jun 2019 Greater Chicago Area
Advanced Analytics intern Steelcase	Jun 2016 — Nov 2016 Grand Rapids, Michigan
Teaching Assistant University of Illinois at Urbana-Champaign	Aug 2015 — May 2016 Urbana-Champaign, Illinois Area
Data Analyst intern Lenovo	Jun 2015 — Aug 2015 Beijing City, China
Intern analyst Chubb	Feb 2013 — Mar 2013 Hong Kong

EDUCATION

University of Illinois at Urbana-Champaign Master of Science (MSc) in Statistics Activities and societies: Jasmine field band of CSSA Statistics Club	Jan 2014 — Jan 2016
University of California, Davis summer session in Statistics	Jan 2013 — Jan 2013
Zhejiang University Bachelor of Science (BSc) in Statistics Activities and societies: Violinist at Wenqin Symphony Orchestra , Vice director of Student Union Department of Mathematics	Jan 2010 — Jan 2014

PROJECTS

Multiclass Classification on Company Credit Ratings - Retrieved companies’ credit rating data from Standard & Poor’s and did multi-classification on it - Predicted new companies’ credit ratings using some classification models such as principal component analysis, logistic regression, naïve bayes method, support vector machine and random forest method
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Researches on Financial Risk Management of Realty Industry in Hangzhou, China

- To form a general overview of the realty industry in Hangzhou, China by collecting related data and analyzing relevant mathematics models. This could also provide reference to realty investment.
- focused on theories of time series, financial mathematics and financial risk management course and layed the theoretical foundation in forms of group study; mastered data analysis software such as C language, R language and so on;

Discriminant Analysis of Color-Quality Type For Wine

This wine data is from UCI Machine Learning Repository and it contains two datasets.

The two datasets are related to red and white variants of the Portuguese "Vinho Verde" wine. There are 12 variables and 4898 observations of white wine, 1599 of red wine. Among all variables, fixed acidity, volatile acidity and citric acid are predictors measuring the degree of acidity. Residual sugar, chlorides measure other indexes. Free sulfur dioxide and total sulfur dioxide are measuring the sulfur dioxide's content. These are all chemical predictors. Density, pH, sulphates and alcohol are measuring physical attributes. The quality of wine is with the score between 0 and 10.

For my individual part of this project, I used the discriminant analysis to classify

the quality of red and white wine. I classified the data into six levels that are red wine with low quality (RL), red wine with median quality (RM), red wine with high quality (RH), white wine with low quality (WL), white wine with median quality (WM) and white wine with high quality (WH). Classifying a new data point into one of the groups above based on the discrimination is my final goal of this project.

Walmart Sales Forecasting with Regression Analysis

Provided with historical sales data for 45 stores in 81 departments of Walmart in different region, I predicted the weekly sales for recent years using different methods of regression model such as simple linear model, logistic regression model and random forest model. With this prediction, I can see how time, holiday and other possible factors will affect the future sales.

CERTIFICATIONS

Preparation and Evaluation in Vitro and in Vivo of Docetaxel Loaded Mixed Micelles for Oral Administration,

SKILLS

Statistical Modeling · Machine Learning · Data Analysis · Statistics · Data Mining · Analysis · Project Management · Research · Business Analysis · Analytics · R · SAS · SQL · Python · Matlab · Tableau · SPSS · Microsoft Excel · PowerPoint · Microsoft Office · LaTeX · Photoshop · Microsoft Word · Teamwork · Qualitative Research · SAS E-Miner · Text Mining · JMP