

# WENRUI LIU

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## EDUCATION

UNIVERSITY OF MINNESOTA, Carlson School of Management, Minneapolis, MN  
Candidate for **Master of Science in Business Analytics**

May 2017

WEBER STATE UNIVERSITY, Ogden, UT  
Bachelor of Science, International Economics  
*Magna Cum Laude / GPA: 3.85*

Dec 2013

## EXPERIENCE

MARKETSTAR (Omnicom Group Affiliate), Ogden, UT

Apr 2014 – Feb 2015

### **Business Intelligence Intern**

- Applied descriptive and predictive analyses to provide actionable insights for clients - including Amazon, Sony, Canon, HTC, and Verizon - and presented analyses with interactive dashboards using QlikView, Excel, and PowerPoint
- Analyzed thousands of consumer comments each week and provided suggestions to help clients improve product design and increase customer satisfaction
- Monitored the promotion of competitive products during client launch of new kids' tablet and reported on current market performance to make sure smooth entry to the market
- Saved over 20 hours of workload per week by automating reports with SQL Server
- Updated and maintained account information in CRM software (Partner Dynamics and Sales Force) to keep up with clients' needs

MINERAL RESOURCES INTERNATIONAL, Ogden, UT

Mar 2014 – Sep 2014

### **Assistant to Vice President**

- Communicated with Chinese clients and maintained ongoing partnerships, resulting in more than \$350K in revenue in 6 months through predictive replenishment sales strategies
- Increased sales 230% at Crystal Hot Springs resort retail store by conducting preliminary research study to demonstrate product benefits
- Translated scientific articles and product-related materials into Chinese to promote sales in China

VANS CHINA, Shanghai, China

May 2012 – Aug 2012

### **Sales Operation Intern**

- Collected large-scale sales data and generated weekly reports for upper management in order to facilitate strategic planning around marketing and promotions
- Assisted with preparations for 2013 Sales Conference, which hosted more than 100 retailers

## PROJECTS

- Predicted revenue for a leading business travel agency with internal and external data and achieved over 90% of average accuracy for annual revenue prediction Aug 2016
- Predicted the probability of undergraduate students at WSU who would pursue a master's degree the year after graduation and presented at the Scholarship Awards Banquet Fall 2016

## SKILLS & CERTIFICATIONS

- Microsoft Technology Associate Certification (MTA) on Database Administration Jan 2015
- Languages: fluent English, basic Japanese
- Techniques: R, Python, SQL Server, Hadoop, Tableau, QlikView, JAVA, advanced Excel, Minitab; CRM platforms (Salesforce, Partner Dynamic)