

Mengyin Liu

Austin, TX

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Willing to relocate: Anywhere

Authorized to work in the US for any employer

WORK EXPERIENCE

Key Account Coordinator Intern

Bosch Power Tools (China) Co., Ltd. - Hangzhou - February 2014 to May 2014

Responsibilities

- = Handled internal, marketing support and rebate for all KA managers and acquired thorough understanding of business process
- = Generated monthly sales data reports and managed with piece by piece work related to Amazon, Alibaba, Metro, B&Q and JD

Accomplishments

- = Created sales promotions for JD which is among the biggest E-commerce corporations in China
- = Quick learner and precisely accomplished 20% work beyond job duties

Skills Used

Advanced Excel (V-lookup, pivot table)

Customer Manager Assistant Intern

Bank of Communications - Hangzhou - June 2013 to August 2013

Responsibilities

- = Cleared up and consolidated documents such as LC, trade contracts, bill of exchange efficiently
- = Supported customer manager of international transaction and routine bank work

Admission

Morey's Piers - Wildwood, NJ - June 2012 to September 2012

Responsibilities

- = Managed with ticket sales, entrance and exit check, locker rent, gift shop sales and alcohol control
- = Solved customers' complaints by precise work and managed to work in a diverse and international environment

Skills Used

customer service and communication skills

EDUCATION

Master of Science in Business Analytics in Data Analytics

The University of Texas at Austin - Austin, TX

2014 to 2015

Bachelor of Economics in Finance

Zhejiang Gongshang University - Hangzhou

2010 to 2014

SKILLS

IT Skills: Python, R, SQL, PL/SQL, SAS, Tableau, EViews, LaTeX, SPSS, Advanced Excel (V-lookup, pivot table), @RISK, Precision Tree

LINKS

<https://www.linkedin.com/in/mengyinliu>

AWARDS

Meritorious Winner in Mathematical Contest in Modeling (MCM)

April 2013

Use mathematical models and computer software to solve real world problem within four days

Third Place in “DATAHACK UT” Predictive Modeling Case Competition

November 2014

Predictive Modeling Case Competition hosted by USAA and MSBA program

National Scholarship issued by People's Republic of China Ministry of Education

October 2012

ADDITIONAL INFORMATION

IT Skills: Python, R, SQL, PL/SQL, SAS, Tableau, EViews, LaTeX, SPSS, Advanced Excel (V-lookup, pivot table), @RISK, Precision Tree

Related Courses: Predictive Modeling(regression models, classification, clustering, dimension reduction, machine learning), Marketing Analytics, Database Management, Decision Analysis, Text Mining, Stochastic Control and Optimization, Quantitative Investment, Social Media Analytics, Unsupervised Models and Time Series

Southwest Airline Business Intelligence Capstone Project - Network Change Influences on Customer Retention

Spring 2015

= Communicated with Airline Data Insights Team and carried out bivariate and univariate analysis to explore data over millions rows

= Identified method to measure network change and created the primary model in the project

= Creatively applied social network knowledge to identify important airports in airline network

Social Media Analytics Project - Social Media Insights for Car Brand Managers

Spring 2015

= Applied Python crawler to gather customer comments from forum and identified similarities between car brands

= Conducted Sentiment Analysis on posts from forum based on customers attitude and calculated brands-attributes association

Quantitative Investment Project - Dividend and Split Tracking Stock Portfolio

Spring 2015

- = Programmed in R to create stock portfolios that hold all stocks initiated a dividend or split in the previous 12 months

- = Created portfolios with Sharpe ratios outperform bench mark portfolio and conducted analysis on Fama-French model

Optimization Project - Simulate Queuing System for Retail Store Spring 2015

- = Using historical data to fit distributions for customer arrival time interval

- = Wrote program in R to simulate three different queuing systems and figured out the optimal solution

Risk Management Case Study - Decision Analysis for Merck & Company New Product

Fall 2014

- = Applied Monte Carlo Simulation to determine the expected revenue for each possible outcome in simulation software @Risk.

- = Built Decision Tree using Precision Tree Software and achieved best strategy by maximizing expected total profits

Text Mining Project - Yelp Restaurant Review Rate Prediction

Fall 2014

- = Programmed in Python and applied Naive Bayes Classifier on customer reviews and predict review rate of restaurants

- = Created the idea of "hybrid model" to classify review rates using both text and numeric information and improved accuracy by 5%