

# Anthea Liu

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## Education

### **Master of Professional Studies in Analytics (MSP)**

Northeastern University, Vancouver Campus

### **Media Arts and Design – Journalism (BA)**

James Madison University

**Vancouver, BC, Canada**

*September 2023 – Present*

**Harrisonburg, VA, USA**

*January 2014 – May 2021*

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## Projects

### **Data Analytics Training Course - Micro Expression Predictor Project**

**Taipei, Taiwan**

National Institute for Information Industry

*March 2023 – August 2023*

- Led a team of six in the development of a micro-expression predictor project. Oversaw the entire front-end to back-end workflow, including connecting WebRTC from the user end to processing image data on the server.
  - Responsible for training an age and gender prediction model using Python libraries such as Numpy, PIL, and TensorFlow
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## Skills

**Programming** : Python(Pandas, Numpy, Scikit-learn, TensorFlow) | R | HTML, CSS, Java Script | Java

**Database Management/Framework/System** : MySQL | SQL Server | JDBC |Hadoop |Spark

**Data Visualization** : Tableau | Power BI | Excel (Advanced analytical functions)

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## WORK HISTORY

### **JC & ASSOCIATES COMMUNICATIONS, INC.**

**Taipei City, Taiwan**

Assistant Account Manager

*February 2022 – February 2023*

- Analyze data from online/media activities, social trends, and clients' areas of concern to discover informing market strategies and objectives.
- Responsible for monitoring and analyzing visitors' activities, demographic, and AD results on Meta Business Suite. Run A/B tests according to increase ROI by 55%.
- Develop communication strategies, annual PR campaign plans, and social strategies based on reader behavior and market conditions research, successfully increase client's media visibility by 34%.

### **Edelman Public Relations Worldwide Ltd. Taiwan Branch**

**Taipei City, Taiwan**

Senior Account Executive

*November 2021 – February 2022*

- Analyze key competitors for clients to respond to competitive threats.
- Develop PR strategies using market research with support and coordination from cross-functional teams and different region offices. Attract 24% more overall media engagement compared to previous year.
- Skilled in editorial writing, content brief development for different content formats (editorial, video, and social post).

### **TVBS News**

**Taipei City, Taiwan**

News Editor

*November 2019-October 2021*

- Modify news program rundown based on analyzing viewership ratings and viewer preferences on a daily basis.

- Utilize SEO techniques to optimize content for search engine rankings on Google and YouTube, successfully increase overall YouTube views by 63%.
- Collaborate with writers, visual designers, and videographers to deliver high-quality news content

**Ogilvy Taiwan**

Assistant Account Executive

**Taipei City, Taiwan**

*July 2018 – July 2019*

- Support synthesizes research and logistical needs for communication plan development.
- Perform media outreach to key influencers, online and offline media outlets.
- Execute account strategies to translate organizational goals into client activities.