

# Anthea Liu

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## Education

Master of Professional Studies in Analytics

Northeastern University, Vancouver Campus

Vancouver, BC

September 2023 – Present

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## Certifications

**National Institute for Information Industry**

Taipei City, Taiwan

Big Data Software Engineering Training Course

March 2023 – August 2023

- **Education:** Completed a 600-hour government-funded boot camp to attain proficiency in Java, Python, MySQL, Tableau, Hadoop, and Spark.
- **Leadership & Project Management:** Led a team of six in the development of the micro expression predictor project, overseeing the entire front-end to back-end workflow, taking responsibility for training an age and gender prediction model using Python.

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## Experience

**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 results-driven strategies and maximize budget spend.
- Develop communication strategies, annual PR campaign plans, and social strategies based on media/readers' behavior and market conditions research.

**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.
- 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.
- Collaborate with writers, visual designers, and videographers to deliver high-quality news content

**Ogilvy Taiwan**

Taipei City, Taiwan

Assistant Account Executive

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.