

Anthea Liu

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EDUCATION

Master of Professional Studies in Analytics (MSP)

Northeastern University, Vancouver Campus

Vancouver, BC, Canada

2023.09 – Present

Media Arts and Design – Journalism (BA)

James Madison University

Harrisonburg, VA, USA

2014.01 – May 2021

PROJECTS

Data Analytics Training Course - Micro Expression Predictor Project

Taipei, Taiwan

National Institute for Information Industry

2023.03 – 2023.08

- 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

WORK HISTORY

JC & ASSOCIATES COMMUNICATIONS, INC.

Assistant Account Manager

Taipei City, Taiwan

2022.02 – 2023.02

- Analyze data from media activities and social trends to inform market strategies and objectives.
- Utilize Meta Business Suite for visitor insights and A/B testing, boosting ROI by 55%.
- Develop communication strategies, annual PR campaign plans, and social strategies based on research into TA behavior and market conditions, successfully increasing client's media visibility by 34%

Edelman Public Relations Worldwide Ltd. Taiwan Branch

Senior Account Executive

Taipei City, Taiwan

2021.11 – 2022.02

- Perform advanced competitor analysis to guide clients in distinctly positioning their consumer communications.
- Craft PR strategies based on analytical market insights, achieving a 24% boost in media engagement with support from cross-functional teams.
- Excel in data-driven editorial and content strategy for diverse formats, enhancing audience engagement.

TVBS News News Editor

Taipei City, Taiwan

2019.11 – 2021.11

- Analyze daily viewership ratings and preferences to optimize news program rundowns effectively.
- Employ SEO strategies to enhance content visibility on Google and YouTube, achieving a 63% increase in YouTube views.
- Partner with writers, visual designers, and videographers to produce superior news content.

Ogilvy Taiwan Assistant Account Executive

Taipei City, Taiwan

2018.07 – 2019.07

- 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.

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)