

Name Jie Liang

PERSONAL INFO

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EDUCATION

2018.09 - 2019.11 **Trinity College Dublin, Ireland**
Master's Degree, MSc in Management (MBA)
2009.09 - 2013.07 **Shanghai University of International Business and Economics**
Bachelor's Degree, BA in Business English

PROFESSIONAL EXPERIENCE

2022.12 - present **HubSpot** **Data Analyst, People Analytics** **Dublin, Ireland**

- **Employee Retention Analysis:** Conducted statistical analyses using Python and SQL to identify key factors contributing to employee turnover. Built data-driven models to calculate attrition risk scores, enabling leadership to focus on retaining high-performing employees.
- **Strategic Workforce Insights:** Developed interactive dashboards in Tableau to track workforce KPIs, such as headcount trends, turnover rates, and retention benchmarks, providing actionable insights to support strategic workforce planning.
- **Recruitment Analytics:** Analyzed recruitment funnel metrics to identify bottlenecks and improve candidate conversion rates. Used SQL to assess the performance of sourcing channels and recommend data-driven hiring strategies.
- **Training Program Evaluation:** Designed and executed data analyses to measure training effectiveness by linking employee engagement metrics with performance data. Presented findings to stakeholders to inform decisions on program improvements.

2022.03 – 2022.10 **Vitesco Technologies** **HR Specialist (data analysis and recruiting)**

- **Role Breakdown:** 50% Data Analysis, 50% Recruiting—leveraging analytical skills to enhance strategic decisions and executing comprehensive recruitment strategies to optimize talent acquisition.
- Spearheaded the management and analysis of critical recruitment metrics, including application counts, resume submissions, interview frequencies, and timelines from offer acceptance to onboarding.
- Monitored and reported on key recruitment performance indicators such as the duration positions were open and the acceptance-to-rejection ratio of job offers.
- Produced and delivered comprehensive recruitment data reports on a weekly, monthly, and quarterly basis to aid in strategic HR decision-making and enhance operational efficiency.
- Managed end-to-end hiring processes, demonstrating strong project management skills and the ability to understand and translate business needs into effective recruitment strategies.

2021.03 – 2022.02 **Robert Walters** **Researcher (recruiting)**

- Specialized in the recruitment of finance professionals, showcasing ability to manage multiple stakeholder requirements and maintain a detailed candidate pipeline through meticulous organization and coordination.

2015.04 – 2018.07 **EY** **Translator, Senior Associate**

- Specialized in translating and proofreading a diverse range of documents from Chinese to English and

vice versa, including financial statements, audit papers, technical publications, and internal training materials.

2013.08 – 2015.03 Global Law Office Translator and Executive Assistant

- Handled legal document translation and executive support tasks, emphasizing precision and accuracy.

CERTIFICATES

Learn the statistics & probability for data science and business analysis - Udemy

Data Analytics with Python, SQL, Tableau & ChatGPT projects - Udemy

A/B Testing - Udacity

HR & People Data and Analytics Fundamentals - Udemy

The Data Science of Using People Analytics - LinkedIn

Meta Front-End Developer - Coursera: JavaScript, HTML, CSS, Git & Github, React

Learn TypeScript - Coursera

LANGUAGE

English: IELTS 6.5, TEM-8

Intermediate-Level English Interpretation Accreditation Examination

French: Basic communication

TECHNICAL SKILLS

Excel & Google Sheets: Advanced skills in data modeling, dynamic dashboard creation, and complex formula building to support decision-making.

Python: Proficient in data manipulation, exploratory analysis, and visualization using **Pandas** and **Matplotlib**. Applied in cleaning datasets, building predictive models, and automating repetitive tasks.

SQL: Expertise in querying and database management. Skilled in writing optimized SQL queries for complex operations, such as aggregations, multi-table joins, and transaction control.

Tableau: Advanced data visualization and business intelligence skills. Developed dynamic dashboards with data blending, custom filters, and interactive elements, providing actionable insights for stakeholders.

Git & GitHub: Manage data analysis projects, tracked changes, and collaborated with team members.

SPSS: Experienced in statistical analysis, including ANOVA, multiple linear regression, and dummy variable coding. Used for advanced analytical methodologies in behavioral and survey data.

Survey Tools: Proficient in designing and deploying surveys using **Qualtrics** and Survey Monkey. Skilled in questionnaire design, data collection, and integrating survey insights into business analysis.

PROJECTS

Topic: Interactive HR Dashboard

GitHub: <https://github.com/Molly503/HR-dashboard>

Descriptions:

- Developed a dynamic, interactive HR dashboard to analyze employee data, including salary, performance, and age distribution.

- Utilized Excel for data visualization, with interactive filters for Region, Gender, Managerial Role, and Department to allow real-time insights and in-depth analysis.

- The dashboard helped identify key trends, such as the correlation between higher salary bands and improved performance, as well as gaps in age distribution, leading to actionable recommendations.

DISSERTATION

Topic: Intergenerational Tacit Knowledge Transfer from Supervisors to Subordinates in Accounting Firms: Get Ready for Generation Z

Method and tools: Quantitative research, SPSS, Qualtrics Surveys

Description:

Conducted a quantitative study analyzing tacit knowledge transfer (TKT) effectiveness across generational lines within accounting firms, utilizing SPSS for data analysis. Employed Qualtrics Surveys to design and distribute questionnaires to two distinct groups: 44 Gen Z and 51 Gen Y subordinates, and 21 Gen Y supervisors. Applied multiple linear regression and ANOVA to assess the impact of communication channel selection on TKT effectiveness.

Contrary to expectations, findings indicated that TKT between Gen Z subordinates and Gen Y supervisors was more effective compared to that between Gen Y subordinates and supervisors. This study highlights the critical role of adapting communication strategies to enhance intergenerational knowledge transfer in professional settings.