

Yawen Liang (Veronica)

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SUMMARY

As a Business Analyst at Coherent, I transformed over 100 financial spreadsheets into API-ready models using JSONata and Coherent Spark, reducing manual workflows by 70%. I applied advanced Excel functions and managed 9,000+ named cells to support complex logic mapping and data transformation. I also developed and validated 100–200 test cases per cycle to ensure accurate logic translation for CPP Investments and Allstate. My work enhanced model accuracy, processing speed, and data integrity across the platform.

SKILLS

Python, R, SQL, JavaScript, JSONata, Power BI, Tableau, AWS, Google Analytics, HTML, CSS, MS Excel, VBA, Pivot Table.

PROFESSIONAL EXPERIENCE

FDM Group

New York, NY

IT Consultant

07/2024–Current

- Completed accelerated FDM training in Python, SQL, software engineering principles, agile methodologies, and test-driven development.
- Advanced directly from training to a client-facing IT Consultant role at Coherent Global within three weeks, bypassing internal simulations due to demonstrated technical proficiency.
- Applied programming, systems design, and collaborative problem-solving skills in agile environments to deliver solutions aligned with client requirements.

Coherent

New York, NY

Business Analyst

08/2024–08/2025

- Transformed over 100 financial spreadsheets into scalable, API-ready models using JSONata and Coherent Spark, reducing manual workflows by 70%.
- Applied advanced Excel functions and custom logic modeling to 9,000+ cells, supporting complex investment data transformation.
- Developed and validated 100–200 test cases per cycle for spreadsheet-to-API verification, ensuring data integrity for CPP investment and Allstate insurance logic.

Tawa Supermarket Inc

Brooklyn, NY

Ecommerce Data Analyst

12/2021–01/2023

- Collaborated closely with marketing and sales departments to implement digital marketing strategies aimed at enhancing customer engagement, increasing conversions, and significantly boosting average order value.
- Integrated customer and sales data, conducting in-depth analysis using tools such as Google Analytics. Utilized HTML, JavaScript, and CSS to establish an automated email marketing system, while also executing targeted paid social media advertising campaigns through platforms like Facebook Ads Manager.
- Ultimately achieved significant improvements in customer engagement, conversion rates, and average order value. Achieved a remarkable 2.5x return on ad spend, with e-commerce revenue increasing by 28%. These achievements directly contributed to revenue growth and enhanced the brand's visibility and competitiveness in the market.

EDUCATION

Georgia Institute of Technology

Atlanta, GA

Master of Science in Analytics

2023–PRESENT

Baruch College | Zicklin School of Business

New York, NY

Bachelor of Business Administration

2016–2018

Major in International Business; Minors in Finance and Psychology

ADDITIONAL INFORMATION

- Certificates:** Data Analytics in Columbia University Bootcamp (2022)