VERONICA LIANG

Summary

Accountant with a background in digital marketing. Looking for a change of career from Accountant to Data Analytics. Hands-on skills in Excel, VBA, Python, and SQL. Earned a certificate in Data Analytics from Columbia University. Current Grad student at Georgia Institution of Technology for Data Analytics program. Insatiable intellectual curiosity and ability to mine hidden gems located within large sets of structured, semi-structured, and raw data.

Projects

Pewlett Hackard Analysis Feb..2022 - Feb..2022
To conduct an analysis from a database for Pewlett Hackard with detailed information. Based on the data information given, we have the number of future retire employees from all departments currently working at the company. So Pewlett Hackard company is able to prepare a plan to hire new staff and also to prepare a mentorship initiative.

World_Weather_Analysis Mar..2022 - Mar..2022
Build a travel app for customers using weather data of 700+ cities along with the data to recommend ideal hotels based on clients' weather preferences.

Bikesharing Apr..2022 - Apr..2022
Use Tableau to do analysis of NYC CitiBike sharing data from August 2019. We will need to provide the data shows the number of customer types, use length of time etc. for CitiBike company for further decision making.

Employment

The Holtz Group New York, NY
Accountant Jan..2023 - Current
- Spearhead data quality audits, systematically identifying and resolving data collection discrepancies, resulting in enhanced accuracy and completeness.
- Drive analytics and health-of-file analysis efforts, revealing valuable opportunities, addressing critical issues, and providing essential support for master data management and the establishment of golden records.
- Showcase advanced proficiency in Excel, enabling efficient data manipulation and insightful financial analysis.

Borough of Manhattan Community College New York, NY
Front-End Developer (Volunteer) Oct..2022 - Jan..2023
Enhanced Homework System Efficiency:
- Successfully introduced a transformative feature to the homework system, resulting in a notable enhancement of the grading process's efficiency.
- Demonstrated strong collaboration with education teams to meticulously design a user-friendly front-end interface tailored for both professors and students.
- Achieved a remarkable 15% increase in user engagement within a single semester, showcasing the impact of the system improvements.
Advanced Skills:
- Proficient in JavaScript, HTML, and CSS, enabling the creation of dynamic and visually appealing web interfaces.

Tawa Supermarket Inc Brooklyn, NY
Ecommerce Marketing Analyst Dec..2021 - Jan..2023
- Successfully conducted A/B testing on event strategies, resulting in a remarkable 10% increase in online sales during new sales events.
- Demonstrated adeptness in managing rate negotiations and event budgets, skillfully reducing costs by 15% while efficiently allocating a budget.
- Proficient in leveraging Google Ads and Google Analytics, effectively optimizing online marketing campaigns for data-driven insights and enhanced performance.

Awards

Baruch College · Dean's List Jan..2018
The College recognizes excellence with the Dean's List.

Contact

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📍 New York, NY
in https://www.linkedin.com/in/yawen-liang/
⎇ https://github.com/Veronicaywl

Education

Georgia Institute of Technology Aug..2023 - Current
Master's Degree Data Analytics 2026

Columbia University Dec..2021 - June.2022
Certificate Data Analytics 2022

Baruch College Jan..2014 - May.2018
Bachelor Degree International Business 2018

Skills

TECHNICAL SKILL
Python
SQL
R
Microsoft Excel
Tableau
Git
Github
ETL
Data Mining
Data Visualization
Google Colab
AWS RDS
A/B Testing

SOFT SKILLS
Communication
Teamwork
Fast-Learner
Problem-solving
Attention to Detail
Leadership

LANGUAGE
English
Chinese