

ZITING-(MIA)- LIAO

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EDUCATION

SIMON BUSINESS SCHOOL, University of Rochester - Rochester, NY
Master of Science in Marketing Analytics (A STEM-Certified Program)

Dec. 2020

Merit Scholarship Recipient

Available for full-time in May

SCHOOL OF BUSINESS ADMINISTRATION, SouthWest Univeristy of Finance and Economics– Chengdu, China

Bachelor of Science-Tourism Management

Bachelor of Science-Finance

Jun. 2019

Elected as Head of School Art Troupe

PROFESSIONAL PROJECT AND EXPERIENCE

MONRO.INC (Practicum) – Rochester, NY

Jan.2020 – May.2020

Marketing Analyst

- Analyzed eight years sales data in R to find high-value car types and loyalty customers within company; Visualized purchased service trends, car-visit flow trends in Tableau to identify the causes for decreasing revenue in recent years.
- Conducted conjoint analysis in R to segment customers to provide better CRM and increase retention rate.

SIMON VISION CONSULTING – Rochester, NY

Feb.2020 – May.2020

Consultant

- Analyzed survey data of residents' attitude towards the co-work space in Burlington, NJ and find the demographics of the loyalty customers to evaluate the feasibility of the project.
- Collected census data with R, calculated potential market size and summarized competitors' data to quantify competition intensity in New Jersey.

MAJOR LEAGUE BASEBALL (MLB) – Rochester, NY

Sep. 2019 – Oct. 2019

Adobe Analytics Competition

- Analyzed KPI for MLB website and Mobile App; performed keyword research and identified key drivers for website visits – provided recommendations to increase traffic and retention rate.
- Identified the gaps between Pageviews and consumption and provided recommendation to increase purchase efficiency.

SHERATON HOTEL – Guilin, China

Marketing Intern

Jan. 2019 – Mar. 2019

- Analyzed vacancy rate and price of hotel weekly - adjusted promotional activities to assure occupancy rate is over 80%.
 - Conducted and evaluated online marketing campaigns in Ctrip, Qunar and other online tourism companies, including lodging advertising promotional activities and online community management.
 - Created sales strategy and produced marketing campaigns to increase New Year's Eve dinner sales and room booking during Spring Festival.
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RELEVANT CASE STUDY

Analytics Design to Recommend Flavors to Launch – Rochester, NY

Feb.2020

- Retrieved system data in SQL and calculated market size and sales trend of existing products.
- Analyzed survey data in R to identify the most popular yogurt flavor among the customers; performed TURF analysis to find which flavor can significantly increase the market share.

Machine Learning: Evaluating the Risk of Home Equity Line of Credit Applications – Rochester, NY

Dec. 2019

- Performed data cleaning, data binning and model selection for 10k data points in Python in order to design predictive model using machine learning algorithm to identify customer credit.
- Visualized the model, predicted results and developed an interactive interface to help bank executives decide whether to accept or reject applications.

Social Media Analytics: Complaint Analytics Related to Airline Companies – Rochester, NY

Dec. 2019

- Utilized NLP and machine learning model to analyze over 5k tweets from airline companies and identified complaint oriented comments.
 - Provided insights on key words for complaints and advised clients on how to increase the effectiveness of airline's CRM.
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ASSETS

- **Computer Skills:** R, Python, SQL, Tableau, SPSS, Google Analytics, Adobe Analytics, Excel, PowerPoint, Stata.
- **Languages:** English, Chinese.
- **Club:** Pricing Club, Data Analytics Club