

Xue Liao

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EDUCATION

UNIVERSITY OF WATERLOO

Waterloo, ON

BS IN COMPUTING AND FINANCIAL MANAGEMENT

Expected May 2017

Dean's List

Cum. GPA: 3.7

Scholarships:

- Rene Descartes Scholarship
- President's Scholarship of Distinction
- President's Research Award
- Jim Colvin Scholarship

VELOCITY

Resident

- Velocity is a leading entrepreneurship program at the University of Waterloo
- Organized Hacknights, Participated in Pitch Contests

ALBERT CAMPBELL C.I.

Grad. June 2010 | Toronto, ON

LINKS

Github:// [andeeliao](#)

LinkedIn:// [andeeliao](#)

Twitter:// [AndeelLiao](#)

SKILLS

PROGRAMMING

Ordered in decreasing familiarity

C/C++ • HTML5/JavaScript/CSS

PHP • SQL • SAS • R

Scheme • Python

TOOLS

MySQL • Git • Bash

Excel Macros/VBA

HACKATONS

Hack the North

LIFE

Half-Marathon Runner • Yoga • Writing

WORK EXPERIENCE

SUNCAYR | BACKEND WEB ENGINEER

June 2015 - Present | Waterloo, ON

- Early stage (1 year) science-based startup focused on consumer sun safety using UV detecting nano-technology
- Created MySQL database to collect data (source, referrals, and value of a referrer) to track social/email campaigns
- Utilized Mailchimp Webhooks to auto-sync mailing list data with internal MySQL databases and collect subscriber/unsubscribe data
- Designed and built Analytics Dashboard to display above data
- Executed A/B tests mailing campaigns to develop more engaging content

MICROSOFT | PARTNER MARKETING ASSOCIATE

April 2014 - December 2014 | Mississauga, ON

- Directed marketing, legal and privacy teams to implement effective and timely marketing campaigns
- Managed on-site and off-shore team of 5 to ensure team met deadlines and project specifications
- Forecasted, tracked and allocated a budget of \$441k to ensure timely spend, execution, and tracking
- Constructed reports using VBA to summarize customer data to enable targeted communications resulting in 25% social media audience growth and 600% increase in audience engagement
- Presented quarterly results and plans to a team of 8, determined areas of overlapping interests and coordinated efforts to streamline team goals

STATISTICS CANADA | ASSISTANT ANALYST

January 2014 - April 2014 | Ottawa, ON

- Initialized and maintained GDP databases using FAME, Microsoft Excel (macros/VBA) and SAS
- Applied analytical skills to research data gaps, ensured credibility of data sources and extrapolated from data to bridge gaps
- Wrote scripts to create reports from large data sets measuring the Canadian economy

SCOTIABANK | ACCOUNTING ANALYST

January - April 2012, 2013 | Toronto, ON

- Compiled, analyzed and reported testing results for financial statements
- Created macros to transform testing procedures from one format to another

LEADERSHIP EXPERIENCE

UNIVERSITY OF WATERLOO | FEDERATION ORIENTATION

COMMITTEE - LEAD DIRECTOR

September 2012 - Present | Waterloo, ON

- Recruited, managed and empowered 200 highly motivated upper years to plan, organize and execute events for 1450 first years
- Increased sponsorship by over 23%, directly managed a budget of \$115k
- Coordinated activities and information between many stakeholders: external vendors, sponsors, university administrators and student bodies
- Managed time by balancing multiple priorities: orientation duties (20hr/week), CFA Level 1 preparation(20hr/week), a full-time job at Microsoft (50+hr/week) and other extracurricular activities