

XUEQI LIAO

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PROFESSIONAL EXPERIENCE

Partner Marketing Associate, Microsoft Canada

Present

- Coordinated marketing, legal and privacy efforts to implement effective marketing campaigns
- Managed off-shore team to ensure customized content met quality standards and deployed on schedule
- Generated excel reports summarizing B2B data to enable targeted communications resulting in 25% audience growth and 600% increase in audience engagement
- Communicated marketing strategy to, presented past results to and gathered feedback from internal stakeholders

Co-op Student, Statistics Canada

January 2014 – April 2014

- Created and maintained large databases using FAME, Microsoft Excel (macros/VBA), and SAS
- Applied analytical skills to research Analyzed data gaps, confronted data sources, and exercised problem solving skills to bridge the gaps
- Generated scripts to create reports from large data sets measuring the Canadian economy

Accounting Analyst, Scotiabank

January – April 2012, 2013

- Created and edited detailed presentations and reports in PowerPoint and Word
- Communicated effectively by compiling, analyzing, and reporting testing results
- Wrote Excel macros that efficiently transformed testing procedures from one format to another
- Developed and demonstrated attention to detail through completing consistency checks and footing first quarter 2012 interim financial statements

EDUCATION

Candidate for Bachelor of Computing and Financial Management

December 2016

University of Waterloo, Waterloo, ON, Canada

- Cumulative Average: 87.1%, Rene Descartes Scholarship, President's Research Award
- Completed CFI Level I June 2014

ACTIVITIES & INTERESTS

Coordinator, University of Waterloo Math Orientation 2014

January 2013 – September 2014

- Exercised expert organizational and leadership abilities by planning, organizing and executing math events for 2000+ students, leaders and faculty
- Employed superior communication skills to coordinate activities and information between many stakeholders
- Altered plans promptly to adjust to any serious barriers that develop; creating back up plans to deal with known potential barriers (i.e. rain)
- Developed exceptional time management skills by setting and keeping tight event deadlines in addition to CFA Level 1, a full-time job at Microsoft, and other extracurricular activities

HIGHLIGHTED SKILLS

- Proficient in Microsoft Office (macros/VBA), database management in FAME and SAS
- Strong leadership and organizational abilities (Math Orientation for 3 years, VP Finance Tennis Club)
- Excellent analytical and problem solving skills (Mathematics/Finance courses, Research Assistant)
- Superb written and oral communication skills (Math Orientation, Marketing Assistant)
- Exceptional time management skills (Coordinator/CFA Level 1/Full Time Employment simultaneously)

Interests: Kiva. Reading. Creative Writing. Tennis. Running. Hot Yoga. Board Games. Mentorship