

# Xue Liao

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## SKILLS

### PROGRAMMING

C/C++ • SQL • Swift  
HTML5/JavaScript/CSS  
PHP • SAS • R  
Scheme • Python

### TOOLS

MySQL • Git • Bash  
Excel Macros/VBA

## GOALS

### CAREER

Passionate about coding + product  
Interested in Education + Healthcare  
Determined to create positive impact

### LIFE

Half-Marathon Runner  
Yoga • Writing • EDM  
Community • Tennis

## 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
- International Experience Award
- Jim Colvin Scholarship

### VELOCITY

Resident

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

### EXTRACURRICULAR

- Women in Computer Science Chair
- Hour of Code Organizer
- Stanford Developing iOS 8 Apps

## LINKS

Github:// [andeeliao](#)  
LinkedIn:// [andeeliao](#)  
Twitter:// [andeeliao](#)

## WORK EXPERIENCE

### BAZAARVOICE | PRODUCT MANAGER

January 2016 - Present | San Francisco, CA

- Collaborate with clients, Marketing/Sales, UX/UI, and Engineering to enable product discovery, define project scope and develop new features
- Query tracking data, analyzed limitations/quality of data to determine the feasibility of potential new features (SQL)
- Assess user needs and client requirements, research market sentiment and manage stakeholder expectations
- Write user stories and build usage tracking to measure feature success

### SUNCAYR | WEB ENGINEER

June 2015 - September 2015 | Waterloo, ON

- Science startup focused on sun safety using UV detecting nano-technology
- Initialized database, collected data to track online campaigns (SQL/PHP/JS)
- Utilized Mailchimp Webhooks to auto-sync mailing list data with internal MySQL databases and collect subscriber/unsubscribe data (PHP)
- Designed and built Analytics Dashboard to display data (PHP/HTML5/JS)
- Executed A/B tests on 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 campaigns
- Managed team of 5 and met project deadlines and specifications
- Forecasted, tracked and allocated a budget of \$441k
- Constructed reports summarizing customer data enabling targeted communications. Result: +25% audience growth, +600% engagement (VBA)
- 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 (VBA/SAS)
- Create reports from large data sets measuring the economy (FAME)

## EXTRACURRICULAR

### UNIVERSITY OF WATERLOO | ORIENTATION - LEAD DIRECTOR

September 2012 - October 2015 | Waterloo, ON

- Recruited, managed and empowered a team of over 200 junior/seniors
- Increased sponsorship by over 23%, directly managed a budget of \$115k
- Coordinated activities and information between multiple stakeholders
- 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

### HACK THE NORTH HACKATHON

- Web application that turns any mp3 into an EDM remix (JS/HTML5)
- Designed simple, intuitive and visually pleasing interface for website
- Built dynamic website from scratch with upload and display features

### PEBBLE

- Designed and built personalized Pebble Watchface (Pebble API/C)

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**JANUARY 18, 2016**

I am currently on a workterm in San Francisco, CA and will not be able to participate in person interviews at the University of Waterloo.