IRENE HAM LIU

Data Analyst and GEM Fellow.

🎓 EDUCATION

2019–Current
Tufts University
M.S. Candidate in Data Analytics 📍 Medford, MA

2012–2017
Universidad Nacional Autonoma de Mexico
B.S. in Physics 📍 Mexico City, Mexico

💼 PROFESSIONAL EXPERIENCE

2018–Current
Data Analyst
Shorelight Education 📍 Boston, MA
- Actively supporting leaders in the International Higher Education sector with data-driven insights and tools to improve efficiency and customer engagement.
- Developing and maintain reports, presentations, and Tableau dashboards that allow stakeholders to closely monitor performance.
- Working closely with the Data Architecture team to create solutions from low-level to client-facing tools.
- Performing as Scrum Master for the Data Analytics team.

2015–2017
Data Engineer
PLADI 📍 Mexico City, Mexico
- Developed and maintained patient database for a private Neurophysilogy practice.
- Performed Customer Journey analysis to identify outreach opportunities.
- Drove a 160% revenue increase during the first 6 months of implementation.

⚗ RESEARCH EXPERIENCE

2015–2017
Undergraduate Research Assistant
Instituto de Investigaciones en Materiales - UNAM
📍 Mexico City, Mexico
- Developed an enhanced Lithium-based ceramic powder for high temperature CO_2 capture.
- Published research as first author on December 2017:
  https://doi.org/10.1016/j.jcou.2017.11.009
- 1st place poster presentation winner at the 16th International Conference on Carbon Dioxide Utilization in Rio de Janeiro, Brazil.

CONTACT INFO

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⚙ github.com/eneririu/

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SKILLS

Experienced in **Data Analytics, Business Intelligence, and Product Management**.

Performing data analysis, with a focus on **Customer Journey and Revenue Analysis**.

Fluent in Agile Methodology as experienced **Scrum Master**.

Highly cross-functional with experience in Sales, Finance, Marketing, and Consumer Analytics.

Advanced **Tableau** dashboard development.

Big Data algorithms on GCP.

SELECTED PROJECT EXPERIENCE

2018–current

Incentive Tracking Dashboards
Shorelight Education   Boston, MA

- Developed and maintain Incentive and APP tracking Tableau dashboards that allow stakeholders to closely monitor their team's performance towards goals and bonuses.
- Drove an increase of 200% goal attainment rate and partner engagement during the first Fiscal Year of implementation.
- Facilitated claims and QA of payments that allowed the company to save $2.8M in incorrect allocations.

2020

Automated Scrum Sprint Capacity Planner
Shorelight Education   Boston, MA

- Created an automated Sprint Capacity planner adapted to the team's needs and workflow.
- Improved accuracy of capacity estimation has driven a ~140% increase in story point completion rate to-date.

AWARDS

August 2019

GEM Fellowship Award
Awarded a a highly competitive Full Scholarship to the MS in Data Analytics at Tufts University by the GEM Consortium, who support distinguished minorities in STEM.

Boston, MA