

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 Neurophysiology 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 CO₂ 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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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.

Last updated on 2020-12-07.



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 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