

# Jiayu Liao

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## EXPERIENCE

### Edmonds College STEM Division — Math Teaching Assistant and Testing Assistant

Mar 2018 – Jan 2020 | Lynnwood, WA

Worked closely with instructors in the math department to supervise and help students

- Provided different-level math support to students, and assisted them to learn diverse math concepts.
- Improved students' critical thinking and problem-solving skills related to math.

### Harbin Institute of Technology (Shenzhen) — Research Assistant

Summer 2019 | Shenzhen, China

Worked with a four-student team as the team leader and a marketing/finance professor to study and compare the sales volume and trends for Apple products in China compared vs. the rest of the world.

- Gathered both quantitative and qualitative data on Apple Inc.'s sales volume.
- Analyzed Apple's products (e.g. MacBook, iPhone, Apple Watch, iCloud service, etc.) and the corresponding sales trends using SWOT analysis.
- Created and presented reports about the sales data, impacts, and sales strategies for each product.

### Shenzhen ShuangCheng Electronic Technology Co., Ltd — Business Analyst and Consultant Intern

Summer 2018 | Shenzhen, China

Cooperated with the design team to build a new website for the company using HTML.

- Collected different types of data from the Industrial Automation Industry market regarding e-commerce, customer needs, and product satisfaction.
- Identified opportunities to drive growth and performance as well as improve operation efficiencies.
- Communicated Business Intelligence dashboard and insights with managers to develop solutions and growth strategies for scaling the business.
- Analyzed the company's weaknesses to address and prepare for any potential issues.

## ACADEMIC COURSE WORKS & PROJECTS

### Capital Budgeting / Valuation Case of Airbnb — University of Washington, Seattle

Jan 2021 – March 2021 | Seattle, WA

- Evaluated Airbnb's stock using the multiples approach and the Upside and Downside scenarios, and used Excel to compute stock prices.
- Forecasted the cash flows (CFs) for Airbnb and the corresponding NPV of CFs for the next 5-10 years based on year-over-year growth of revenues and certain expenses for 2021-2030.
- Analyzed the data with base, sensitivity, and \$200-Stock-Price-Target analysis to estimate the price of Airbnb's stock.
- Managed project through setting deadlines, organizing meetings, and creating blueprints for project goals.

### Business Plan and Data Analysis with Emerging Information Technology— University of Washington, Seattle

Sep 2020 – Dec 2020 | Seattle, WA

- Focused on Artificial Intelligence (AI), coming up with the business plan, including SOWT and competitor data analysis (IBM Watson), for a new composite AI product/service with built-in voice activation and top-notch security/privacy-protection.
- Visualize the data of companies' demands on AI with Tableau to find the top-needed features on AI.

## EDUCATION

### University of Washington, Michael G. Foster School of Business BA in Business Administration Major: Information Systems

Expected June 2022 | Seattle, WA  
Cumulative GPA: 3.69/4.00

### Edmonds College Associate in Business

Sep 2016 - Dec 2019 | Lynnwood, WA  
Cumulative GPA: 3.98/4.00

### Awards:

- College or High School Merit Scholarship Recipient
- Edmonds Community College Foundation Scholarship Recipient
- Hubbard Family Endowed Scholarship Recipient
- Quarterly Dean's List at UW Foster School of Business

## SKILLS

**Programming:** Python, R, SQL, MySQL, Java, Visual Basic

**Skills:** Microsoft Excel, Microsoft Access, Microsoft Visio, Microsoft Project, Database Design, Data Modeling, Relational Model, SQL, Tableau

**Certificates:** Foster Excel Credential, BCG Open-Access Strategy Consulting Virtual Experience Program