VENETIA LIU

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Education

New York University
B.A. in Computer Science | Minor in Data Science and Integrated Design & Media

Expected May 2026
New York, NY

- **Cumulative GPA:** 3.6 / 4.0
- **Coursework:** Data Structures (Java), Discrete Mathematics, Data Science for Everyone (Python), Code! (Java Script & UI)
- **Activities and Awards:** Dean's List All Semesters, Tech@NYU (Mentorship), BUGS@NYU, Data Science Club, USWIB (Mentorship)

Experience

Octavate
Software Engineer Intern

March 2024 - Present
New York, NY

- Developed and deployed an interactive website using **JavaScript (React.js and GSAP), HTML, and CSS**, showcasing workflow processes and artist details.
- Automated data scraping processes utilizing **Scrapy, BeautifulSoup, and Selenium**. Implemented data harmonization using **NumPy, Pandas, and R**.

Global Leadership Organization
Director of Marketing

May 2023 - January 2024
New York, NY

- Constructed a centralized database by organizing and analyzing **10,000+ data elements**.
- Developed a branding guideline and established a streamlined workflow, **reducing processing time by 70%.**
- Launched **3 initiatives** to expand the organization's reach and engagement, achieving a **30% increase in accounts reached** and a **40% rise in account engagement**.

Community & Leadership

Marketing Society, NYU Stern School of Business
Director of Marketing

April 2023 - Present
New York, NY

- Designed **50+ content** for club social media, newsletter, and website, while working with executive board. Achieved **70% increase in club engagement** and **65% growth in social media followers.**
- Executed **3 social media campaigns** to help drive club community growth.

Projects

Marketing Analytics and Strategy Optimization   **Pandas, NumPy, Google Analytics**

- Conducted **time-series analysis (6 months)** using **Python (Pandas, NumPy) & Google Analytics** to redirect target audience and tailor marketing strategies; **reduced processing time by 80%** and **increased followers by 10%**.

Geospatial Analysis for Shaping Public Policy - DSC X CBRE Datathon 2024   **NumPy, Pandas, Seaborn, Matplotlib**

- Created actionable solutions by identifying cities at high risk of flooding, pinpointing suitable relocation areas for displaced populations. Utilized **NumPy, Pandas, Seaborn, and Matplotlib** to harmonize, analyze, and visualize **10+ datasets**.

Skills

- **Computer Skills:** Python | Java | JavaScript | R | HTML | CSS | Weblfow | Google Analytics | Figma
- **Languages:** Native in Mandarin, Fluent in English, Elementary in French & Japanese
- **Interests:** Martial Arts, Baking, Art, Figure Skating, Animals
- **Concepts:** Full Stack Development, Data Analysis, Software Engineering, Software Development, UX/UI Design