VENETIA LIU

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Education

New York University   **Expected May 2026**
B.A. in Computer Science | Minors in Data Science and Integrated Design & Media   *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, Marketing Society (Marketing Director), USWIB (Mentorship)

Experience

LiTV   **June 2024 - Present**
Data Science Intern   *Taipei, Taiwan*

- Conducted **10+ data analyses** using **Python and SQL**, developing **machine learning models** to predict user revisitation within 90 days with **83% accuracy**. Leveraged insights to enhance audience segmentation and optimize targeted marketing strategies, resulting in a **70% improvement in user retention**.
- Designed **wireframes** and **information architectures** for the company's two OTT platforms. Developed analysis reports to identify areas for enhancement and devised actionable solutions.
- Developed comprehensive marketing analytics reports and pinpointed critical GA4 events, keys, and values using **Google Analytics 4** and **Looker Studio** to improve data insights.

Octavate   **March 2024 - Present**
Software Engineer Intern   *New York, NY*

- Developed an interactive website using **HTML, CSS, and JavaScript (Node.js, React, and Three.js)**, showcasing workflow processes and artist details.
- Automated data scraping processes utilizing **Scrapy, BeautifulSoup, and Selenium, enhanced efficiency by 50%**. Implemented data harmonization using **NumPy, Pandas, and R**.
- Researched and prototyped generative AI use cases for **NER** with **LLMs (Hugging Face Transformers, BERT, Llama)** to enhance music artist risk management and analysis.
- Established a centralized system for team efficiency, task management, and documentation, facilitating cross-functional collaboration.

Global Leadership Organization   **May 2023 - January 2024**
Director of Marketing   *New York, NY*

- Constructed, documented, and managed a centralized database with 10,000+ data elements for cross-platform user behavior.
- Devised 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**.

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 | HTML | CSS | R | SQL | Tableau | Webflow | Google Analytics 4 | Figma
- **Languages:** Mandarin (Native), English (Native)
- **Concepts:** Data Analysis, Software Engineering, Software Development, UX/UI Design, Machine Learning