

# Hsiao-Wei (Vivian) Liu

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## SUMMARY

A 3+ year experienced Marketing Manager/Analyst in the eCommerce industry. Proven track record optimizing operations, automating reports, and driving revenue growth. Proficient in utilizing programming tools to expedite business ad-hoc analyses.

## EDUCATION

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| <b>Columbia University, MS in Applied Analytics (STEM)</b> , New York, USA                               | May 2024 |
| • GPA: 4.0/4.3; modules include Analytics Frameworks (R, SQL, Python), Machine Learning, Research Design |          |

**National Taipei University, BBA in Business Administration, Leisure and Sports Management**, Taipei, Taiwan Jan 2020

- Double major; GPA: 3.61/4.0; exchange student program in Czech University of Life Science Prague

## SKILLS

**Analytical Skills:** Python (Pandas, NumPy), R, SQL (PostgreSQL), Excel (Vlookup, VBA), MongoDB, Neo4j

**Visualization Skills:** Python (Matplotlib), R (ggplot2), Google Looker Studio, Tableau

**Other Skills:** Google Analytics, Google Ads, Meta Analytics, Shopify Analytics, JIRA, Trello, Freshdesk, Otter

## WORK EXPERIENCE

|   |                     |
|---|---------------------|
| <b>Taelor (AI-powered menswear rental subscription)</b> | California, USA     |
| <i>Data Analyst Intern</i>                              | May 2023 – Aug 2023 |

- Initiated marketing report automation; streamlined data from Shopify, Google Analytics, and Google Ads to build an automated dashboard using **Google Looker Studio**, **Google Extensions**, and **query functions**, resulting in 70% decrease of data-entry time
- Conducted cohort analysis using **R** to create personas for the most/least valuable customers

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|--------------------------------|---------------------|
| <b>Foodpanda</b>               | Taipei, Taiwan      |
| <i>Operations Data Analyst</i> | May 2022 – Nov 2022 |

- Led the vendor delay project, used **MS Query functions** and **SQL** to extract and analyze 100,000+ delivery timestamp data, found out underlying operations issues, and designed new SOPs to optimize the delivery flow
- Automated dashboard building process using **Excel VBA**, streamlined data to G-Sheets with **Python**; reduced man hours by 75%
- Collaborated with global rider service and product team to optimize rider incident reporting process that affects 100,000+ riders
- Created analytical reports for internal stakeholders and visualized rider/vendor performance with **Tableau**
- Initiated and presented at the internal workshop “Automate Data Cleaning Processes with VBA” with 60+ attendees

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|-------------------------------------|----------------------|
| <b>I-Mei Foods</b>                  | Taipei, Taiwan       |
| <i>E-Commerce Marketing Manager</i> | Mar 2020 – July 2021 |

- Rebuilt company’s online shopping platform ([link](#)) independently on a new e-commerce backend system, leading to a 150% increase in monthly sales revenue compared to the previous year’s e-commerce website
- Supervised 4 e-commerce specialists and created SOP from scratch to optimize operations workflow
- Conducted **RFM analysis** on 50,000+ members using **Python** to segment online members, designed a VIP program based on the segmentation, and doubled quarterly member retention rate after program launched
- Designed e-coupons using the AARRR funnel, defined key metrics to track coupon performance
- Developed and launched 6 online exclusive products which ended up accounting for 16% online revenue among 300+ SKUs

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|---|---------------------|
| <b>Ericsson</b>                           | Taipei, Taiwan      |
| <i>Marketing and Communication Intern</i> | Feb 2019 – Sep 2019 |

- Managed Ericsson’s social media performance using **Facebook Analytics** and raised the engagement rate by 2.4% in half a year
- Developed a Facebook messenger bot to promote Ericsson’s CSR report and increased its reach by 75% compared to last year

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|---------------------------------|---------------------|
| <b>NexTrek</b>                  | Taipei, Taiwan      |
| <i>Marketing Analyst Intern</i> | Oct 2018 – Jan 2019 |

- Analyzed website performance by **Google Analytics** and conducted A/B testing on website content. Reduced 58% bounce rate
- Created social media content for Facebook fan page and Medium blog, content includes product instructions and event promotion

## PROJECT

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|---|----------|
| <b>Spotify Song Rating Prediction – Kaggle Project (<a href="#">link</a>)</b>   | Apr 2023 |
| • Constructed a forest ranger model by cleaning data, selecting features, and tuning model. Improved the RMSE by 9.7% |          |

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|--|----------|
| <b>Uber Coupon A/B Tests, Ranked top #1 for the project – Columbia Course Project</b>  | May 2023 |
| • Designed research questions and conducted A/B testing to measure if offering coupons after customers reject the original offers boosts user retention in short and long term. Simulated data using R |          |

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| <b>IBM Business Case Competition, 3<sup>rd</sup> place out of 534 teams (<a href="#">link</a>)</b>                 | May 2018 |
| • Developed a video filtering app using IBM Watson and presented business plans directly to IBM C-level executives |          |