

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

- Columbia University, MS in Applied Analytics (STEM)**, 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

- Taylor (AI-powered menswear rental subscription)** California, USA
Data Analyst Intern 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

- Foodpanda** Taipei, Taiwan
Operations Data Analyst 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

- I-Mei Foods** Taipei, Taiwan
E-Commerce Marketing Manager 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

- Ericsson** Taipei, Taiwan
Marketing and Communication Intern 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

- NexTrek** Taipei, Taiwan
Marketing Analyst Intern 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

- Spotify Song Rating Prediction – Kaggle Project** ([link](#)) Apr 2023
- Constructed a forest ranger model by cleaning data, selecting features, and tuning model. Improved the RMSE by 9.7%
- Uber Coupon A/B Tests, Ranked top #1 for the project – Columbia Course Project** 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
- IBM Business Case Competition, 3rd place out of 534 teams** ([link](#)) May 2018
- Developed a video filtering app using IBM Watson and presented business plans directly to IBM C-level executives