Hsiao-Wei (Vivian) Liu

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SUMMARY

A 2+ 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: 3.92/4.0; 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

Taelor (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 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   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