WAI M. LIEW

CONTACT

- WaiLiew2@gmail.com
- (917) 617 6173
- linkedin.com/in/wai-mun-liew
- github.com/wailiew

EDUCATION

BACHELOR DEGREE IN COMPUTER SCIENCE

2019
CUNY Queens College
Flushing, New York

TECHNICAL SKILLS

Familiar System: **Oracle, boostr, Celtra, Basecamp, Photoshop, Illustrator, looker, doubleverify**

Coding Languages: **JAVA, C++, Python, SQL, HTML, CSS, JavaScript**

Languages: **Mandarin and Cantonese**

EXPERIENCE

AD OPERATIONS SPECIALIST

FLIPBOARD | 04/2021 - now | New York, NY

- QA, traffic, launch and monitor a high volume of direct-sold digital media campaigns via Google Ad Manager.
- Review and reserve inventory for media plans in the order management system.
- Work with Account Management to monitor and analyze campaign delivery, making optimization recommendations when necessary.
- Proactively investigate and troubleshoot ad serving errors, third party reporting discrepancies and campaign delivery issues, and provide resolutions to these issues.
- Assist with brand study and conversion tracking setup with the Analytics team.
- Assist with end-of-month billing reconciliation with Sales and Finance teams.
- Assist in development and maintenance of documentation as the Flipboard ad product evolves.

WEB DESIGNER

East Side Stories | 08/2019 - now | New York, NY

- Help create, develop, and manage digital presence.
- Manage the day-to-day design and content of the company website, improving design and performance as needed.
- Work with development teams to ensure design specifications are implemented.

HOST

The Cottage | 08/2016 - 03/2020 | New York, NY

- Answer phone and route calls; accept, organize, and prioritize reservations to accommodate customers.
- Greet and acknowledge guests and seat patrons by escorting them to the assigned table, or communicate delays and offer additional services such as beverages to keep them occupied while waiting.
- Communicated with kitchen staff, management, serving staff, and customers to ensure dining details were handled properly and guest concerns promptly addressed.