# Yue Liu
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## SUMMARY

Marketing professional with two years of social media marketing, statistical data analysis, statistical and database programming skills, and customer relationship management experience in Marketing Research. Fluent in English and Chinese. Seeking a social media specialist position with a progressive firm.

## EDUCATION

**Stuart School of Business, Illinois Institute of Technology**                                                             Chicago, IL

MS in Marketing Analytics and Communication                                                    September 2012 - May 2014

Concentration: Marketing Analytics                          GPA (Specialized Courses): 3.6/4.0

Course Highlights:

- Social Media Marketing Analytics
- Marketing Research and Engineering
- Qualitative & Survey Research Methods in Business
- Predictive Analytics
- Spreadsheet Modeling
- Business Analytics for Competitive Advantage
- Creating, Communicating & Delivering Customer Value
- Strategic Marketing Management
- Competing in the Next Economy (Capstone)
- Building and Managing a Sustainable Business
- Insights into Next Economy Markets

**Shanghai Normal University**                                                                                           Shanghai, China

BS in Financial Engineering                                                                           September 2007 – June 2011

## HONOR

Recipient of merit-based business school student scholarship for 2012, 2013, 2014

The third prize scholarship of Shanghai Normal University

## ACADEMIC PROJECTS

**ClassroomIQ Twitter Ads Promotion**

- Used social media techniques to do the search analytics, web analytics, sentiment analysis, qualitative analysis, competitive benchmarking of ClassroomIQ, such as SEO and NodeXL
- Executed keyword promotion, follower and interests' promotion on Twitter ads for small company with limited marketing budget to increase engagement and impression
- Obtained 6.91% of engagement rate and 425 total clicks on Twitter through Twitter ads promotion within 2 weeks for ClassroomIQ

**Innovation Factory LLC Data Analysis**

- Specified predictive models for used Kickstater's review data, which is actually larger than 60,000 and contains more than 100,000 projects
- Used IBM SPSS Modeler and IBM SPSS Statistics to build and test analytic models, fundraise success on Kickstarter.com by using statistic methodologies

- Models including decision tree, neural network, exploratory research and regression
- Evaluated the model output and interpreted the variables weight and relationship
- Illustrated key finding that influence the amount of money pledge on Kickstarter.com for Innovation Factory LLC

## PROFESSIONAL EXPERIENCE AND COMMUNITY AFFILIATIONS

*Partners In Community Building, Inc.*                                                            Chicago, IL

Marketing department intern                                                       January 2013 – June 2013

- Closed clients files by utilizing HCO Management tool system
- Participated in HUD standards as it pertains to work policy, representing the needs of low income homebuyers
- Assisted in event planning as it relates to program and organizational needs
- Performed clerical duties as required
- Kept records of materials entered or removed from PICB counseling roster
- Performed general office duties such as data entry
- Sorted or classified client's information according to guidelines such as content, purpose, user criteria, or chronological, alphabetical, or numerical order.

*Bridge Trust Co. Ltd*                                                                  Zhengzhou, China

Wind control assistant intern                                                     July 2011 – October 2011

- Worked in compliance risk control legal department

*Bank of China*                                                                       Zhengzhou, China

Intern                                                                          February 2011 – May 2011

- Processed working capital loans and performance bonds
- Processed letters of credit applications

*The Asian American Business Expo*                                                       Chicago, IL

Sales Representative                                                                      July 2013

- Undertook promotion efforts for exhibition event which resulted in sales of relevant products increased significantly
- Collected and analyzed the product purchase data

*2010 Shanghai World Expo ICP*                                                       Shanghai, China

Volunteers Leader                                                           July 2010 – September 2010

- Worked as a coordinator at the 2010 Shanghai World Expo, responding to the needs of over 50,000 visitors every day
- Provided support for the development and implementation of volunteering events in China Pavilion
- Organized weekly volunteering activities and evaluated outcomes for a group of 15 volunteers

## SKILLS

Research: Social Media Marketing Analytics Tools, SQL, Google Analytics, SEO/SEM, Spreadsheet Modeling, SPSS, SPSS Modeler, E-views, ArcGIS, Microsoft Access, IBM Cognos, NodeXL

Language: Fluent in English, proficient in Chinese