LEXIE XIYANG LIU

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Highly detail oriented, motivated and analytical professional with experience in evaluating various sets of financial, sales and demographic data to develop actionable business strategies. Strong ability to utilize statistical information to impact business outcomes. Excellent communicator capable of presenting findings in a clear manner to Sr. levels of Management

PROFESSIONAL EXPERIENCE

Tiancheng Chempharm Inc. USA   **May 2013 - Present**
Marketing Research and Data Analyst

- Research and analyze sales variables for a $6M a year in revenue pharmaceutical materials wholesaler, including year over year sales by product in order to develop business strategy
- Evaluate statistical information on competitor pricing and sales to determine the organizations position in the marketplace as well as the success of additional products and services
- Collect statistical data on customer demographics, preferences and buying habits, summarizing the data using text, charts and numeric tables to identify potential markets for penetration
- Lead meetings with the sales team to develop sales strategies based on margin analysis
- Increased the client base by 8% by attending as many as 5 tradeshows per year in order to secure both new customers and inactive customers
- Conducted meetings with management to introduce new product lines based on trends, leading to an increase in sales by 5%, generating $30,000 in additional revenue
- Utilize Peachtree to create product purchase orders, invoices and credit memos for various customers and to conduct accounts payable, receivables and general journal entry activities
- Develop monthly reports in Excel, including sales growth, profit changes, inventory and sales team performance for distribution to the NY Branch Manager

University of Connecticut   **Sept. 2011 - May 2013**
Research Assistant/Teaching Assistant

- Utilized MATLAB to analyze economic time series data to forecast the trend of currency rate
- Used STATA to complete a project and develop a presentation about the impact of a public policy on the job market by building linear regression (triple difference) models
- Taught Economic theory and principles to classes of as many as 40 undergraduate students 3 times per week for a two year period

EDUCATION

University of Connecticut, Connecticut   **May 2013**
Master of Arts in Economics;   3.5 GPA

Lindenwood University, Missouri   **May 2011**
Bachelor of Science in Economics and Mathematics;   3.9 GPA

AWARD AND ACTIVITIES

Merit-based scholarships from the University of Connecticut, 2011 - 2012
Delta Mu Delta (honored student group) by Lindenwood University, 2010
Program Assistant/Liaison - BEIJING Olympics Games, 2008

TECHNICAL AND LANGUAGE SKILLS

Technical: Stata, Matlab, SPSS, Sage (Peachtree), Quickbooks, Microsoft Excel, Microsoft Office
Language: Fluent in English and Chinese