Ziyu Liu

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EDUCATION

University of Maryland, Robert H. Smith School of Business   **College Park, MD, USA**
Master of Science in Marketing Analytics (STEM), 3.97/4   Dec 2022
- Advanced Marketing Analytics, Digital Analytics, Customer Behavioral Analytics, CRM Analysis, Data Science, Machine Learning

Beijing International Studies University   **Beijing, China**
Bachelor of Science in Management, Marketing, 3.57/4   Jul 2021

SKILLS

- **Scripting**: SQL, Python (Pandas, NumPy, Scikit-learn), Google BigQuery, R, SAS
- **Visualization**: Tableau, Advanced Excel, Advanced PowerPoint, Power BI
- **Techniques**: A/B Testing Experimental Design, Statistical Inference, Predictive Analytics, Machine Learning, Segmentation Analysis
- **Soft Skills**: Problem Solving, Cross-functional Collaboration, Time Management, Excellent verbal and written communication skills
- **Certification**: Google Analytics Certification

WORK EXPERIENCE

Spark Foundry | Client: H-E-B   **Dallas, TX, USA**
Analytics Intern   Jun 2022 – Aug 2022
- Conducted advertising creative analysis in 10 weeks to define key features driving YouTube ads responses, communicated with clients to understand business needs and define key metrics, built **data pipeline** for content tagging with **Python**
- Diagnosed low KPIs by collecting, cleaning and analyzing 10,000+ ads data via **Python**, initiating **exploratory data analysis** of objects and text data via **BigQuery** (**SQL**), and **visualizing** element distribution charts via **Excel**
- Increased view-through rate by 80%+ and conversion rate by 60%+ through identifying creative optimization opportunities, validated with Google and strategy team, **presented** strategic optimization recommendations to client
- Slashed project cycle time from 10 weeks to 7 weeks by streamlining solution workflow, documenting user guides, building **automated analysis templates** and insights templates for future clients, and synthesizing and **presenting** options for scaling creative analysis projects to senior data leadership

BBDO | Client: Mercedes-Benz   **Beijing, China**
Account Executive Intern   Sep 2020 – Dec 2020
- Monitored social media marketing trends in auto industry by implementing daily competitive Intelligence analysis for 4 months, identified and **reported** actionable insights and recommendations for clout-chasing to stakeholders
- Evaluated **performance** of 5 marketing campaigns based on impressions, engagements, and follower reviews, created **dashboards** with PowerPoints to align with account managers and clients, and **reported** insights to advise future campaigns investments
- Reduced data processing time from 40 hours to 12 hours by independently collecting, harmonizing, and wrapping 1-year social media data of Infiniti and 4 competitors, using **Excel** to **visualize** share-of-voice, and identifying improvement opportunities to facilitate advertising pitch

Tencent | Online Education Program   **Remote, China**
Product Operations Intern   Feb 2020 – Mar 2020
- Achieved 100 NPS user satisfaction in 4 weeks by partnering with 2 products operations interns to design and collect 10 post-event surveys on customer experience and solve user issues via chats
- Analyzed survey data, derived and **documented** insights driving growth, retention and loyalty to optimize operations strategies, and delivered 4 weekly operations reports to product operations manager
- Increased conversion rate (subscriptions and payments) from 0.3% to 4% in 3 weeks by identifying, analyzing, and prioritizing user needs based on user interaction behavior to improve product adoption and customer engagement

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PROJECT EXPERIENCE

Python, Excel: Causal Analysis with A/B Testing Experimental Design   Dec 2022
- Led a team of 6 to administer **A/B testing** with **Qualtrics** to test **causal effect** of organic packaging on purchase intention, collected and split about 200 survey data, initiated **exploratory data analysis** and **statistical inference** (T-test, ANOVA) with **Python**
- Built **statistical model** (ordered logistical regression model) to interpret purchase odds, **visualized** with **Excel**, identified 3 optimization recommendations for marketers to increase purchase intention of Gen Z, communicated insights with **presentation**, **report** and slides