Address

Phone Number
Email@gmail.com

EMILY LIU

EDUCATION

THE UNIVERSITY OF TEXAS AT DALLAS **TX, U.S.**

M.S. BUSINESS ANALYTICS (MARKETING CONCENTRATION) AUG 2014 – MAY 2016

- GPA: 3.6
- Included Coursework: Marketing Predictive Analytics (SAS), Database Foundation (SQL), Applied Economics Using R, Prescriptive Analytics

SOOCHOW UNIVERSITY **TAIPEI, TAIWAN**

B.S. JAPANESE LANGUAGE AND LITERATURE AUG 2010 - MAY 2013

- GPA: 3.1

WORK EXPERIENCE

MARKETSCALE **DALLAS, TX**

MARKETING ANALYST JUN 2016 - PRESENT

- Used Google Analytics to manage data extractions, validations and manipulations
- Provided reporting, analysis and insight to clients
- Worked with data from multiple industries such as automotive, manufacturing and healthcare

KINTETSU GLOBAL I.T. **DALLAS, TX**

BUSINESS ANALYST INTERN DEC 2015 – MAY 2015

- Performed data analysis from SQL databases and used advanced Excel functions such as VLookups and pivot tables to organize data
- Used BI tools such as SAP Webi and Crystal to optimize logistics data
- Prepared reports of findings, illustrated data graphically and translated complex findings into written text to solve business problems

VENUECENTER **DALLAS, TX**

SOCIAL MEDIA AND MARKETING INTERN JUN 2015 – AUG 2015

- Created content calendars and contributed to social media campaign planning and execution using HubSpot
- Promoted and located potential prospects and customers through online marketing, social media and SEO analysis
- Sought and analyzed competitor marketing, conducted competitive market research and assisted in social media analytics tracking and reporting

PLUS ALPHA CONSULTING CO., LTD **TOKYO, JAPAN**

PRODUCT DEVELOPMENT SPECIALIST NOV 2013 – JUL 2014

- Collaborated with product development team and enhanced the quality of the Saas – CRM software on a daily basis
- Prepared and participated in product strategy meetings and coordinated with sales department resulting in a gain of 2+ B2B clients per month
- Consolidated existing customer relationships which resulted in client loss rate decreasing by 10%

ACADEMIC PROJECT

CONAGRA FOODS MARKET PREDICTIVE ANALYSIS PROJECT (SAS) **JAN 2015 – MAY 2015**

- Analyzed customer purchasing behaviors from over 160,000 pieces of transaction data in the frozen foods category
- Created regression models and T-test to predict the customer group with the highest churn rate

CERTIFICATIONS AND TECHNICAL KNOWLEDGE

CERTIFICATIONS: SAS Certified Base Programmer for SAS 9

TECHNICAL SKILLS: Proficient in Photoshop, SPSS, SAS, PL/SQL, SQL Server, R, Tableau, SAP, Google Analytics and various spreadsheet software

LANGUAGES: Advanced Mandarin, English and Japanese