

ZITING-(MIA)- LIAO

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EDUCATION

SIMON BUSINESS SCHOOL, University of Rochester - Rochester, NY
Master of Science in Marketing Analytics (A STEM-Certified Program)

Dec. 2020

Merit Scholarship Recipient

Available for full-time in May

SCHOOL OF BUSINESS ADMINISTRATION, Southwest University of Finance and Economics– Chengdu, China

Bachelor of Science-Tourism Management

Bachelor of Science-Finance

Jun. 2019

PROFESSIONAL EXPERIENCE

The Wright Star LLC – Great New York Metropolitan

Mar.2020 – Present

Data Analyst Intern

- Increased return on investment in stock market by 7% by analyzing 100+ companies stock performance across industries and conducting LSTM model to predict stock price.
- Identified rent market in Rochester with time series model, designed real estate selling plan by streamlining target customer demographics and optimizing operating income; increased property rent by 17.3%.

MONRO.INC (Practicum) – Rochester, NY

Jan.2020 – May.2020

Marketing Analyst

- Analyzed eight years sales data in R to find high-value car types within company; Visualized purchased service trends, car-visit flow trends in BI tool to identify the causes for decreasing retention rate in recent years.
- Generated individual consumer data from database, designed RFM analysis to identify loyalty customers and captured persona for different car types, leading to a 24.7% increase in company consumer retention rate.

SIMON VISION CONSULTING – Rochester, NY

Feb.2020 – May.2020

Consultant

- Conducted market research about co-work space in Burlington, NJ, finding the demographics of loyal customers and identifying potential market size is 13% of total local population.
- Developed business strategy to attract target customers, cooperate with local companies and increase competitiveness.
- Created marketing mix plan to conduct advertising campaign, attracting new customers and increasing community impact.

SHERATON HOTEL – Guilin, China

Marketing Intern

Jan. 2019 – Mar. 2019

- Analyzed vacancy rate and price of hotel weekly - adjusted promotional activities to assure occupancy rate is over 80%.
 - Conducted AB test about marketing campaigns in Ctrip, Qunar and other online tourism companies, including lodging advertising promotional activities and online community management.
 - Created sales strategy and produced marketing campaigns to increase New Year's Eve dinner sales and room booking during Spring Festival.
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RELEVANT PROJECT

Adobe Analytics Competition: Major League Baseball (MLB) – Rochester, NY

Sep. 2019 – Oct. 2019

- Analyzed KPI for MLB website and Mobile App; performed keyword research and identified key drivers for website visits – provided recommendations to increase traffic and retention rate; increased website traffic by 12.2%.
- Identified the gaps between Pageviews and consumption and provided recommendation to increase purchase efficiency.

Machine Learning: Evaluating the Risk of Home Equity Line of Credit Applications – Rochester, NY

Dec. 2019

- Performed data cleaning, data binning and model selection for 10k data points in Python in order to design predictive model using machine learning algorithm to identify customer credit.
- Visualized the model, predicted results and developed an interactive interface to help bank executives decide whether to accept or reject applications.

Social Media Analytics: Complaint Analytics Related to Airline Companies – Rochester, NY

Dec. 2019

- Utilized NLP to analyze over 5k tweets from airline companies and identified complaint-oriented comments.
 - Provided insights on key words for complaints and advised clients on how to increase the effectiveness of airline's CRM.
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ASSETS

- **Computer Skills:** R, Python, SQL, Neo4j, Tableau, SPSS, Google Analytics, Adobe Analytics, Excel, PowerPoint.
- **Languages:** English, Chinese.
- **Club:** Pricing Club, Data Analytics Club