

LIANG HUNG

hl61511@gmail.com | (585) 202-8168 | <http://www.linkedin.com/in/lianghung> | <https://www.lianghung.info/>

PROFESSIONAL EXPERIENCE

CooperVision

Victor, New York

Quality Business System Analyst

May 2024 – Present

- Analyzed 1M+ records from Oracle data sources using SQL and built Tableau dashboards to provide insights into product status, customer feedback, and process efficiency for stakeholder decision-making.
- Owned an end-to-end global quality reporting initiative, redefining KPIs with stakeholders and developing real-time Tableau dashboards with live Oracle connections, reducing reporting effort by 160+ person-hours per month.
- Automated monthly reporting by developing Python ETL workflows for report generation, distribution, and centralized storage, improving reporting efficiency by 96%.
- Led Tableau training sessions for 70+ users across global sites and the leadership team, developing documentation and user guides that improved dashboard adoption and data literacy.
- Built data reporting workflows for lot traceability using SQL and Excel across manufacturing, packaging, and distribution processes, improving investigation efficiency and supply chain visibility.

Simon Vision Consulting – City of Rochester

Rochester, New York

Research & Data Analysis Consultant

Sep 2023 – Jan 2024

- Analyzed unstructured complex demographic data reports over 30 years in Rochester by using multivariate regression in R, identifying key factors of education, income and crime rates influencing socioeconomic enhancement.
- Proposed improvement strategies include subsidizing IT companies and developing a community-university partnership program, supported by market research for the 200K+ population across 36 districts.

EXPERIENTIAL LEARNING

Predictive Analysis & Recommendation System – Course Social Media & Text Analytics

Rochester, New York

Data Scientist

Feb 2024 – Apr 2024

- Built a content-based movie recommendation pipeline in Python using Scikit-learn's TF-IDF vectorizer and cosine similarity on 9K+ movies, designed to personalize movie suggestions.
- Built a sentiment-classification pipeline using TF-IDF feature extraction and Logistic Regression in Python (Scikit-learn) on 100K+ movie reviews, achieving ~92% cross-validated accuracy in predicting whether a movie received a high rating.

Data Analytics & Design – Cobblestone Learning Centers

Rochester, New York

Marketing Analyst

Oct 2023 – Dec 2023

- Analyzed A/B testing data from 9K+ students using quasi-experimental design and multivariate regression in R, identifying programs that improved grades by up to 5% with 90–95% confidence.
- Segmented 2K+ students using k-means clustering on an 11-question motivation survey, creating 4 data-driven audience profiles that personalized advertising campaigns.
- Developed AI-powered learning tools using generative AI (LLMs) to deliver adaptive and engaging learning experiences.

EDUCATION

Simon Business School, University of Rochester

Rochester, New York

Master of Science in Marketing Analytics (A STEM-Certified MS Program)

Dec 2024

- GPA 3.84 / 4.0
- Relevant Coursework: Data Management (MySQL), Predictive Analytics (Python), Programming for Analytics (R), Spreadsheet Modeling (Excel)

Tamkang University

New Taipei City, Taiwan

Bachelor of Arts in English Language and Literature

Jun 2022

- GPA 3.9 / 4.0
- Relevant Coursework: Programming with Python, Excel Statistical & Financial Tools, Research Method of Mass Communication

SKILLS & INTERESTS

- Technical: SQL, R, Python, Tableau, Power BI, Excel
- Certifications: Tableau Desktop Specialist'24, Google Ads Search'23, Google Analytics'23, MS Office Specialist Expert'19
- Interests: AI Projects, Snowboarding, Swimming, Tennis (3rd Place – NUG Tournament; Top 8 – Wilson Tournament), Reading