

LIANG HUNG

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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

PROFESSIONAL EXPERIENCE

CooperVision

Victor, New York

Quality Business System Analyst

May 2024 – Present

- Built Oracle-based data warehouses using ETL pipelines and analyzed 1M+ records with SQL to deliver actionable insights through dashboards on product status, customer feedback, and process efficiency, supporting leadership decision-making.
- Automated real-time global quality dashboards in Tableau with live Oracle connections, saving 160+ person-hours per month and improving reporting efficiency by 96%.
- Streamlined project collaboration by developing project management tools in Excel for 14+ stakeholders using dynamic charts, simplifying tracking and facilitating regular meetings.
- Led Tableau training sessions for 70+ users across five global sites and the leadership team, developing documentation and user guides that improved dashboard adoption and data literacy.
- Developed data-driven Lot Trace workflows to improve traceability across manufacturing, packaging, and distribution systems, reducing investigation time and strengthening supply chain control.

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.

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: Snowboarding, Swimming, Tennis (Placed 3rd and 8th in NUG and Wilson Tournaments; Admire Roger Federer)