

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
- Clubs: Vision Consulting – Pro-Bono Consultant, Marketing Association – MS Representative

Tamkang University

New Taipei City, Taiwan

Bachelor of Arts in English Language and Literature

Jun 2022

- GPA 3.9/ 4.0

PROFESSIONAL EXPERIENCE

CooperVision

Victor, New York

Quality Business System Analyst Intern

May 2024 – Present

- Design data warehouses using Extract, Transform, Load (ETL) processes in Oracle databases, enabling the development of 11+ high-performance Tableau dashboards, which generate digestible reports for upper management, guiding data-driven decisions.
- Analyze millions of data using Oracle Agile PLM and SQL queries, uncovering 6-8 key insights per dashboard on product status, consumer feedback, quality metrics, and workflow efficiency to improve compliance and process outcomes.
- Automate real-time global quality dashboards in Tableau by connecting to an Oracle database for seamless data updates, saving 160 person-hours per month and boosting reporting efficiencies by 96%, resulting in improvement of 50+ global process metrics.
- Streamline project collaboration by developing a project management tool in Excel for 14+ stakeholders using dynamic charts, simplifying tracking and facilitating regular meetings across 25+ sites.

City of Rochester

Rochester, New York

Research & Data Analysis Consultant – Rochester Neighborhood Wellbeing Analysis

Oct 2023 – Dec 2023

- Assessed and assembled insights from unstructured complex demographic reports over 30 years in Rochester by employing multivariate regression, identifying key factors of education, income and crime rates influencing socioeconomic enhancement.
- Proposed improvement strategies, including subsidizing IT companies and developing a community-university partnership program by analyzing data and visualizing with Tableau and Excel pivot tables for its 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

- Predicted ratings from 100K+ movie reviews using sentiment analysis, Term Frequency-Inverse Document Frequency (TF-IDF) for feature extraction, and by cross-validating for model selection, achieving 93% accuracy.
- Created a content-based movie recommendation algorithm for 9K+ movies using cosine similarity scores and Scikit-learn's linear kernel in Python, improving customer satisfaction by delivering personalized recommendations.

RIT Business Analytics Case Competition – Global Hotels and Resorts (GHR)

Rochester, New York

Business Analyst

Oct 2023 – Dec 2023

- Analyzed revenue using Bayesian Information Criterion (BIC), correlation plots, multivariate regression, and MARS model; identified 8 key factors affecting KPIs like occupancy rates and guest satisfaction; achieved a 4.5/5 score for technical accuracy.
- Led a diverse 5-person team in analyzing 50K+ customers using cluster analysis with R and visualization in Tableau, providing actionable insights on customer behavior and user acquisition strategies across 4 segments.

Data Analytics & Design – Cobblestone Learning Centers

Rochester, New York

Marketing Analyst

Oct 2023 – Dec 2023

- Evaluated A/B testing results for 9K+ students using quasi-experimental designs and multivariate regression; recommended top programs that enhanced grades up to 5% with confidence of 90% - 95%.
- Categorized 2K+ students via a k-means clustering of an 11-question survey; designed learning tools by gen AI (LLM) and built customer personas for 4 priority market segments to enhance advertising campaign personalization.

SKILLS & INTERESTS

- **Technical:** SQL, R, Python (Pandas, Matplotlib, Scikit-learn, Streamlit), Predictive & Causal Analytics, Tableau, Power BI, Excel (Pivot Table, Vlookup, Modeling), Jupyter Notebook, Google Colab
- **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)