

# Chaoran (Charlene) Liu

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## EDUCATION

**Columbia University, Columbia Business School** 2012 - 2013

### MSc, Marketing

- Selected coursework: Econometrics (PhD), Applied Multivariate Statistics (PhD), Empirical Modelling (PhD), Analytical Modelling (PhD), Research Methods (PhD), Consumer Insights (MBA), Market Research (MBA)

**Peking University, Guanghua School of Management** 2008 - 2012

### BA, Finance GPA: 3.65/4.00

- Double major in Fine Art. Exchange study in **ESSEC Business School** (Paris)
  - Selected coursework: Advanced Mathematics, Probability and Statistics, Linear Algebra, Empirical Finance, Econometrics, Marketing Management, Microeconomics, Macroeconomics
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## RESEARCH PROJECTS

**Master Thesis: Classifying Web Search Queries to Segment Customers** 2013

- Collected and cleaned 280,000 query keywords from a nutrition-supplier's e-commerce site
- Built cluster analysis and identified 5 clusters based on 6 attributes
- Model results suggested query term's role as predictor of consumer behaviours and recommended marketers to increase bidding on product-orientated queries

**Class project: How to help Paypal reach a higher penetration rate of the youth market** 2013

- Conducted two focus-group studies and online survey to understand PayPal's perceived image and consumers' priorities in payment tool
- Analysed survey results (over 110 respondents) and revealed Paypal's low awareness in mobile payment market together with its associated image as "a complicated tool". Recommended Paypal to explore partnership with a few popular young brands to shift its image

**A Study on Housing Fund System in a City of China** 2010

- Team leader of the 3-student research group
  - Collected over 29,000 records of 1900 companies from a local Chinese government office
  - The research focuses on the efficiency and equity of the housing fund system in China. Built regression model and tested the relationship between housing fund contribution ratio and a number of factors, such as salary level and corporate size
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## RESEARCH EXPERIENCES

**Research Assistant to Professor Anja Lambrecht, London Business School** Jun– Aug 2018

- Collected images search results for a variety of occupations and coded image attributes such as gender and race to understand if there is unequal representation online compared to the real world.

**Research Assistant to Professor Gita Johar, Columbia Business School** Apr– Sep 2013

- Conducted comprehensive literature review on the education application of Carol Dweck's theory on entity and incremental beliefs.
- Organized experiment "bring a friend" in behaviour lab and helped participants through the process

**Teaching Assistant to Professor Joe Plummer, Columbia Business School** Sep – Dec 2012

- Assisted in operation from check-in to homework collection in the class "Marketing the Arts, Culture, & Entertainment (ACE)".
- Maintained the online class forum and provided answers to students

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**Member of Research Group to Professor Siqing Peng, Peking University** Mar – Jul 2011

- Participated in group discussion to brainstorm research ideas
- Joined marketing summer camp and attended a series of seminars held by Guanhua School of Management

**Research Assistant to Professor Longkai Zhao, Peking University** Mar – May 2011

- Collected time-series data of warrants issued for over 100 Chinese companies to evaluate media's impact on company's financing decision

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## PROFESSIONAL EXPERIENCES

**Neustar MarketShare** London, UK/Hamburg, Germany/New York, US  
**Consultant and Senior Statistician** Nov2013 - Present

- Led Marketing Mix Modelling and Multi-touchpoint Attribution SaaS deployments for top brands to improve marketing efficiency and drive operational excellence through data modelling. Covered industries include electronics, automotive, retail and fashion
- Designed and built Hierarchical Bayesian regression model via MarketShare modelling platform. Analysed model results using R/Tableau and presented marketing ROI reports and optimisation recommendations to c-level client
- Co-authored Article based on projects: [Is Black Friday worth it?](#)

**THE VITAMIN SHOPPE** New York, US  
**E-Commerce Marketing Summer Intern** Jun – Aug 2013

- Built statistical model to identify high revenue generating customers based on site behaviour. Presented project findings and recommendations to CEO and CMO
- Created analytic dashboard for department's weekly KPI report to draw insights on web user behaviour from customer acquisition, engagement to purchase
- Updated over 3,000 page titles to improve SEO and managed SEM campaigns through Google Adwords to maximum ROI both from natural search and paid search

**THE BOSTON CONSULTING GROUP** Beijing, CHINA  
**Research Assistant (PTA)** Jun 2010 – Jan 2012

- Completed a series of literature researches and individual interviews to support the development of strategic reports in industries such as travel, energy, food and pharmaceutical.

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## ENTREPRENEUSHIP EXPERIENCES

**LIU XIAOMIAN** London, UK  
**Co-founder** Apr 2018 - Present

- Liu Xiaomian serves spicy noodle dishes originated from Chongqing, a city in the southwest of China
- Decided stall location and brand design by understanding our target audience ([www.liu-xiaomian.com](http://www.liu-xiaomian.com) or Instagram liu\_xiaomian)
- Liaised with food bloggers (KOLs) in London and media from China to increase brand awareness. Since launch, Liu Xiaomian has been featured on CCTV, China Daily and was ranked NO.5 in daily hot search words on Weibo (Chinese twitter)
- Learned how to standardize processes and manage a team of new hires to work efficiently under high pressure in Chinese Food Festival 2018, with a queue over an hour

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## ADDITIONAL INFORMATION

- **Languages:** Chinese, English, Conversational Spanish (A2)
- **Skills:** SPSS (Basic), SAS (Basic), R (Good), SQL (Good), Python (Good), Tableau (Very good), Excel (Very good), PowerPoint, Google Analytics
- **Interests:** Play cello and practise yoga, love travel