

Linya (Leah) Liu

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Current Address
3737 Chestnut Street
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EDUCATION

University of Pennsylvania, School of Social Policy & Practice, Philadelphia, PA

May 2021

Master of Science in Social Policy + Data Analytics (STEM)

- **Awards:** Merited-based scholarship \$18,000; Wharton *Organizational Leadership in Social Work* Certificate;
- **Extracurricular Involvement:** Wharton Analytics Club, Penn Data Science Group, The Walk Magazine, Penn Lens;
- **Parsons School of Design:** Certificate of Healthier Materials & Sustainable Buildings

Indiana University, Kelley Business School, Bloomington, IN

May 2019

Bachelor of Science in Business (Major: Economic Consulting; Minor: Mathematics)

Overall GPA 3.8/4.0

- **Programs:** Certificate in Business of Life Sciences, Consulting Workshop, Tech Consulting Awareness & Readiness
- **Summer Schools:** HBS Peek Weekend, Harvard MATH-23A, UChicago ECON 13000 & STAT 23400
- **Awards:** (i) **Honors:** Kelley Business Honors Program, Hutton Honors College, Founders Scholar (Dean's List); (ii) **Scholarships:** IU Global Engagement Scholarship, Eloise Kimmelman, MSIS Case Scholarship (\$15,000 in total); (iii) **Case Competitions:** 1st Place in Abbott, 1st Place in Accenture, 1st Place in ArcelorMittal, 2nd Place in EY

RESEARCH EXPERIENCE

University of Pennsylvania, Philadelphia, PA

Aug 2019 – Present

“Rising clear bag policy enforced at sports games: an environmental concern of toxic polyvinyl chloride (PVC)”

- A one-year independent study utilizing R under the Data for Equitable Justice Lab, seeking for faculty advisor

Think Tank & Civil Societies Program (TTCSP), Philadelphia, PA

Aug 2019 – Present

Research & Editorial Intern with Dr. James G. McGann at the Lauder Institute

- **2020 AI Think Tank Forum Team:** Critique seminal reports on AI's impact on police and democratic governance
- **Design Team:** Utilize Adobe Creative Suite to design concepts for creative direction of various 2020 forums' reports

Kelley School of Business of Life Sciences, Bloomington, IN

Sep 2018 – May 2019

Senior Honors Thesis with Professor George Telthorst

“Tacro’s Local Agent Representation: A Strategic Movement after Policy Change in the Chinese Medical Device Market”

- Processed Stata macroeconomic analysis about the Active and In Vitro Diagnostic Medical Device markets
- Assisted one of the leading Chinese medical device consulting firms to partner device manufacturers in the U.S.
- Won \$750 *Hutton Honor Senior Thesis Award* and published on *IU The Journal of Business Economics and Public Policy*

PROFESSIONAL EXPERIENCE

A’CherryBoom, Melbourne, Australia & Philadelphia, PA

Sep 2019 – Present

Co-founder & Chief Operating Officer

- An API-powered online fashion select boutique aiming to select artsy, technological, and eco-friendly brands for all
- Collaborated with Venture Café, Philadelphia Fashion Week, NeverTooSpoiled Boutique, and Key Opinion Leaders

Rebel, Philadelphia, PA

Sep 2019 – Present

Project Manager @ Best of Philadelphia 2017 Yoga Apparel Studio

- Managed seven members to conduct metric-based market analysis to expand online footprint and class attendance
- Extract data in SQL and collaborate with designers to prototype customer e-commerce new features

Nexusera, Beijing WeWork, China

Jun 2019 – Present

Product Management & Business Operations Intern @ A Medication Adherence Internet of Things (IoT) Startup

- **Product Management:** (i) Crowdsourced via R and SQL to perform 40-page competitive analysis and statistical clinical study of patient-generated health data; (ii) Investigated HIPPA compliance procedure and trained C-Levels
- **Business Operations:** (i) Collaborated trade show in *LTPAC Health IT Summit*; (ii) Organized the funding phase I (designed product logo and tagline, contacted KOL, etc.); (iii) Initiated slide design workshop with TEDx Beijing

Scale Computing, Indianapolis, IN

May – August 2018

Tier 1 Technical Support Engineer Intern @ A Hyperconverged Infrastructure Solution Leader

- **Technical Support:** (i) Resolved Linux virtualization/networking/storage cases and obtained 96% positive customer satisfaction; (ii) Achieved skills including remote cluster installation/migration and virtual machine walkthrough
- **Documentation & Data Analytics:** (i) Compiled feature notes of thin provisioning and SSL certificate to ameliorate the Scale knowledgebase; (ii) Constructed monthly support team scoreboard for performance analysis

CBRE Group, Central China

May - Jul 2017

Consulting Analyst Intern @ A Top-5 Commercial Real Estate Services & Investment Firm

- Web-scraped by Excel & Access to conduct 30+ pages of reports across the life sciences and high-tech industries
- Independently developed global benchmark researches about bio-innovation hubs in Singapore, Japan and Korea

SKILLS & INTERESTS

- **Software Skills:** Java, Python, SQL, VBA, Access | R, Stata, LaTeX | Tableau, Visio, Photoshop, Sketch, Axure
- **Interests:** Fashionista, iStock & Medium Contributor, WSET Level 2, Heartsaver, Alibaba Digital Mgmt Specialist