Liz Lemons

netid@ucr.edu **|** 951-827-3631 **|** www.linkedin.com/in/customize

EDUCATION

University of California, Riverside (UCR), Riverside, CA
Doctor of Philosophy, Marketing June 2022

University of Minnesota (UMN), Twin Cities, MN
Master of Science, Business Analytics May 2017

National Taiwan University, Taipei, Taiwan
Bachelor of Arts, Economics; Marketing Minor June 2014

TECHNICAL SKILLS

Software: Stata, SPSS, Tableau, SAS, MySQL, ArcGIS Business Analyst, Microsoft Office Suite, Qualtrics, G-Suite, Adobe Creative Suite
Programming: Python, R, C++, HTML, SQL, JavaScript
Statistics: Regression Analysis, Factor Analysis, Structural Equation Modeling, Hierarchical Linear Modeling

DATA ANALYTIC EXPERIENCE

Market Research Lab, UCR
Graduate Research Assistant Oct. 2017 – Present
- Lead 3 concurrent research projects that focus on the relationships between social media and the high-technology industries
- Supervise 5 undergraduate research assistants and train them to perform entry-level data analysis using SPSS and R
- Ran 50+ sets of data and created insight-generating frameworks that resulted in 2 manuscript publications and 1 peer review article in press
- Provided recommendations and ideas to industry leaders that partnered in the studies of how to use data derived from social media platforms to inform their marketing strategies

Consumer Psychology Lab, UMN
Graduate Research Assistant Sep. 2016 – May 2017
- Created database using Python for Principal Investigator to record and centralize data from previous lab studies
- Collaborated with 2 other graduate researchers to examine relationship between Facebook and consumer behavior
- Analyzed over 20 datasets using different statistical software for Principal Investigator's current study on consumer behavior

Target HQ, Minneapolis, MN
Business Operation Analyst Intern Jan. 2017 – Apr. 2017
- Performed business analysis such as sales and logistics using Microsoft Excel
- Conducted industry and company research to support the development of market intelligence

- Created in-depth reports for supervisor to present in monthly staff meeting

WORK EXPERIENCE
Citi Bank, Taipei, Taiwan
Assistant Sales Manager   Aug. 2014 – May. 2016
- Ran reports using Microsoft Excel to track products sells and trends
- Promoted banking products to new and current clients via phone, social media sites and in-person meetings
- Awarded Top Sales for the Month of March 2016

National Palace Museum, Taipei, Taiwan
Marketing Assistant   Jul. 2013 – Jul. 2014
- Supervised and trained 2 new social media interns to utilize social media platforms to promote museum events and exhibits
- Created and designed flyers and social media graphics for the marketing team
- Reported on the museum's social media accounts' traffic to supervisors in order to assess and evaluate campaign effectiveness

LEADERSHIP EXPERIENCE
Business Leaders Organization, UCR
Outreach Coordinator   Mar. 2019 – Present
- Manage relationships between the organization, campus partners, and external organizations
- Facilitate weekly meeting for Marketing and Outreach teams to discuss promotion and planning of events
- Spearhead efforts to create an alumni engagement tracking database with goals to increase alumni involvement of organization

School of Business, UCR
Graduate Student Ambassador   Jan 2019 – Present
- Represented A. Gary Anderson Graduate School of Management at the Dean's Speaker Series and other ASGM sponsored functions
- Supported the Dean's office in organizing events and conferences
- Worked alongside Admissions and Recruitment to provide information for prospective students
- Visited undergraduate classrooms of +250 students to promote the graduate business programs and events

TEACHING EXPERIENCE
School of Business, UCR
Teaching Assistant   Sep. 2017 – Present
- Assisted with grading responsibilities, including weekly assignments, case analysis and exams
- Held office hours each week to answer question about classes for undergraduate students

OTHER SKILLS
Languages: Bilingual in Mandarin Chinese and English
Social Media: Twitter, Instagram, Facebook, WeChat, LINE