Liz Lemons

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EDUCATION

University of California, Riverside (UCR), Riverside, CA
Doctor of Philosophy, Marketing   Dec 2025

University of Minnesota (UMN), Twin Cities, MN
Master of Science, Business Analytics   May 2020

National Taiwan University, Taipei, Taiwan
Bachelor of Arts, Economics; Marketing Minor   Jun 2016

TECHNICAL SKILLS

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

PROFESSIONAL EXPERIENCE

Market Research Lab, UCR
Graduate Research Assistant   Oct 2020 – 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 2018 – May 2010
- 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 2019 – Apr 2019
- 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 Manager   Aug 2016 – May 2018
- 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 Intern   Jul 2014 – Jul 2015
- 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 2021 – 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 2021 – Jun 2022
- 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 2020 – 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
Bilingual in Mandarin Chinese and English, Twitter, Instagram, Facebook, WeChat, & LINE