

Liz Lemons

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EDUCATION

University of California, Riverside (UCR), Riverside, CA

Doctor of Philosophy, Marketing

Dec 2024

University of Minnesota (UMN), Twin Cities, MN

Master of Science, Business Analytics

May 2019

National Taiwan University, Taipei, Taiwan

Bachelor of Arts, Economics; Marketing Minor

Jun 2015

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 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 2019

- 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 2018 – Apr 2018

- 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 2015 – 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 Intern

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 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 2019 – 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