

LIANG HUNG

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PROFESSIONAL EXPERIENCE

CooperVision Business Analyst

Victor, New York
May 2024 – Present

- Analyzed 1M+ Oracle records using SQL to identify quality trends, customer feedback patterns, and process inefficiencies, enabling data-driven decision-making across global teams.
- Owned an end-to-end global quality reporting transformation, partnering with 14+ stakeholders to redefine KPIs and deploy live Oracle-connected dashboards as the source of truth for quality metrics, cutting reporting effort by 160+ hours monthly.
- Automated monthly reporting by developing Python ETL workflows for report generation, distribution, and centralized storage, improving reporting efficiency by 97%.
- Streamlined lot traceability reporting across manufacturing, packaging, and distribution operations by developing Excel-based workflows, reducing data turnaround time from 1 month to 1 day and accelerating quality investigations.
- Developed an executive dashboard delivering real-time visibility into cross-functional approval workflows across marketing, packaging, RA/QA, and supply chain, enabling proactive risk management and faster go-to-market execution.
- Identified a data-access gap limiting cross-functional reporting and redesigned the Tableau reporting framework across the Victor site, reducing licensing costs by approximately \$180K annually.
- Led Tableau training sessions for 70+ users across global sites and the leadership team, developing documentation and user guides that improved dashboard adoption and data literacy.

Simon Vision Consulting – City of Rochester Research & Data Analysis Consultant

Rochester, New York
Sep 2023 – Jan 2024

- Analyzed unstructured demographic data reports over 30 years in Rochester by using multivariate regression in R, identifying key factors of education, income and crime rates influencing socioeconomic enhancement.
- Proposed improvement strategies, including subsidizing IT companies and developing a community-university partnership program, supported by market research for the 200K+ population across 36 districts.

EXPERIENTIAL LEARNING

AI Agent for Expense Management – Personal Project AI Automation Developer

Rochester, New York
Apr 2026 – May 2026

- Built an AI-powered expense management system (n8n, Claude, Gmail API, Google Sheets), automating transaction capture, categorization, and approval, reducing expense logging from ~10 minutes per transaction to a single-click approval process.
- Designed prompt-driven workflows to extract transaction data from emails, apply classification and validation rules, and route approvals through human-in-the-loop review for accuracy and oversight.
- Leveraged AI-generated transaction analytics to identify spending patterns and cost-reduction opportunities, supporting an 18% personal savings target.

Data Analytics & Design – Cobblestone Learning Centers Marketing Analyst

Rochester, New York
Oct 2023 – Dec 2023

- Evaluated the effectiveness of educational programs across 9K+ students using quasi-experimental analysis and multivariate regression in R, identifying initiatives linked to up to 5% higher academic performance.
- Segmented 2K+ students using k-means clustering on an 11-question motivation survey, creating 4 data-driven audience profiles that personalized advertising campaigns.
- Developed AI-powered learning tools using generative AI (LLMs) to deliver adaptive and engaging learning experiences.

EDUCATION

Simon Business School, University of Rochester Master of Science in Marketing Analytics (A STEM-Certified MS Program)

Rochester, New York
Dec 2024

Tamkang University Bachelor of Arts in English Language and Literature

New Taipei City, Taiwan
Jun 2022

SKILLS & INTERESTS

- Technical: SQL, R, Python, Tableau, Power BI, Excel
- Interests: AI Projects, Snowboarding, Swimming, Tennis, Reading, Travel