

# 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%.
- 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.
- 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.
- 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.

### Simon Vision Consulting – City of Rochester

#### Research & Data Analysis Consultant

Rochester, New York

Sep 2023 – Jan 2024

- Analyzed unstructured complex 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 include subsidizing IT companies and developing a community-university partnership program, supported by market research for the 200K+ population across 36 districts.

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## EXPERIENTIAL LEARNING

### AI Agent for Expense Management – Personal Project

#### AI Automation Developer

Rochester, New York

Apr 2026 – May 2026

- Designed and deployed an AI-powered expense management agent using n8n, Claude, Gmail API, and Google Sheets to automate transaction capture, categorization, approval, and recordkeeping.
- Engineered prompt-driven workflows that extracted transaction details from email notifications, applied business rules, and routed transactions through a human-in-the-loop approval process.
- Integrated multiple APIs and automated end-to-end workflow execution, reducing manual expense logging from ~10 minutes per transaction to a single-click approval process.
- Analyzed spending patterns using Claude-generated insights and transaction data to identify cost reduction opportunities and support an 18% personal savings target.

### Data Analytics & Design – Cobblestone Learning Centers

#### Marketing Analyst

Rochester, New York

Oct 2023 – Dec 2023

- Analyzed A/B testing data from 9K+ students using quasi-experimental design and multivariate regression in R, identifying programs that improved grades by up to 5% with 90–95% confidence.
- 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.

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## 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

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## SKILLS & INTERESTS

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