

# Graam Liu

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## EDUCATION

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**Baruch College, Zicklin School of Business** | New York, NY | *MS in Real Estate (STEM)*, GPA: 3.7 Graduated 12/23

- Awarded Urban Land Institute membership, ICSC membership, The Zicklin School of Business Scholarship, and RELA Scholarship

**University of Michigan** | Ann Arbor, MI | *BA in Screen Arts and Cultures, Music Minor*, GPA: 3.6 Graduated 05/13

- University of Michigan Honors, Golden Key International Honor Society, and Sigma Alpha Lambda Honors Society

**New York University** | New York, NY | *Summer Program in Dramatic Writing*, GPA: 3.9 Completed 08/13

## PROFESSIONAL EXPERIENCE

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**Wegmans** | New York, NY | *eCommerce Manager* 06/23 – Present

- Led implementation of Wegman's Go-To-Market plan for its launch of M2Go (meals and catering) at its new Astor Place flagship, collaborating with C-suite executives and employees to track potential business leads and customer metrics, increasing sales growth and customer engagement
- Perform ad-hoc analysis across multiple data sets which led to the development of a new dashboard and process for Astor Place to easily compare key sales/shopping metrics across time, empowering the store to beat the division's operational/performance targets, often by 10%+
- Created a dashboard with customer demand data that persuaded Astor Place leadership to hire more full-time shoppers to increase annual sales
- Manage and train a 50+ cross-functional team of shoppers and analysts, focused on providing incredible customer service

**ParkSlope Capital** | New York, NY | *Financial Analyst Intern* 06/19 – 07/19

- Built clear, engaging dashboards from complex datasets for quarterly investor reports, which helped to secure a new \$30K investment
- Saved the fund an annual \$75K in data sourcing fees by innovating a method to source land lot supply and demand data from public filings

**Strictly Tango School** | New York, NY | *Business Development Representative* 10/16 – 05/19

- Initiated trusted customer relationships and designed social media campaigns, raising over \$1.5K in new clients and students
- Analyzed customer/market segmentation, sales pipeline, and competitor activities that gave insight into the competitive advantage and operating effectiveness of the business

**BubbleBall Inc.** | New York, NY | *Digital Marketing Coordinator* 02/15 – 06/15

- Led BubbleBall's marketing strategy on its joint venture with Bud Light's #UpForWhatever campaign which captured 30K+ customer leads
- Defined key performance metrics/targets and built reports that drove insights into areas of improvement such as increasing video marketing on Instagram, increasing engagement by 655%
- Increased internal engagement with franchise partners by communicating customer insights in executive-level presentations/reports with CEO

**Viacom Media Networks, The Colbert Report** | New York, NY | *Research Intern* 01/14 – 05/14

- Analyzed and explored census data used in "gerrymandering piece" which contributed to 2014 Emmy win for Outstanding Variety Series

## LEADERSHIP AND VOLUNTEERING EXPERIENCE

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**Steinway & Sons Educational Partner** | New York, NY | *Business Development Representative and Piano Instructor* 10/16 – Present

- Forge trusted client relationships through clear, effective communication, with a positive attitude invested in student well-being
- Acquire and educate high-profile business leads ranging from \$5K-\$150K, contributing to Steinway's marketing and financing campaigns

**House of the Roses** | New York, NY | *Dance Outreach Instructor at East River Community Center and Jennie Clark* 10/17 – Present

- Teach life skills and build community values for homeless youth in groups of 20+ through dance in structured one-hour sessions per week

**Ann Arbor Center for Assisted Living** | Ann Arbor, MI | *Motley Crew Champion Leader* 01/12 – 04/13

- Led and organized teams of 10+ volunteers to provide projects and activities that support the independence of people living with disabilities

## QUANTITATIVE ANALYSIS AND MODELING SKILLS

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- **Programming/Business Tools:** R, Python, SQL, Tableau, Salesforce, Google Sheets/Slides, Microsoft Suite (Excel, PowerPoint, Word), Slack
  - **Quantitative Analysis:** Data (Cleaning, Exploration, Extraction, Manipulation, Visualization/Dashboard Creation), Machine Learning, NLP
  - **Business:** Financial Modeling, Sales and Marketing Strategy, Operations Management, Forecasting, Design Thinking, C-Suite (Communication, Presentation, Collaboration)