

# Graam Liu

graamliu@umich.edu | 201-961-4749 | www.linkedin.com/in/graamliu/ | www.github.com/graamliu | www.graamliu.com

## EDUCATION

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**Baruch College, Zicklin School of Business** | New York, NY | *MS in Real Estate (STEM)*, GPA: 3.7 Expected 06/23

- Pursuing credits to apply for a dual degree in *MS in Business Analytics* (courses in): Python, R, Tableau, SQL, Data Mining, Statistics.
- Attained Zicklin School of Business Scholarship, RELA Scholarship, Urban Land Institute membership, ICSC membership.

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

- University of Michigan Honors, Golden Key International Honor Society, Sigma Alpha Lambda Honors Society.
- Course Highlights: Calculus (I, II, Multivariable), Creative Content Production (Film, TV, Documentary, Multi-Media).

**New York University** | New York, NY | *Summer Program in Dramatic Writing*, GPA: 3.9 06/10 – 08/13

- Course Highlights: Storytelling, TV Writing (Sketch, Comedy, Drama, Children), Screenwriting, Playwriting, Website Design, Editing, Audio.

## PROFESSIONAL EXPERIENCE

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**ParkSlope Capital** | New York, NY | *Summer Real Estate Intern* 06/19 – 07/19

- Extracted and manipulated hard to source data with R and Python, and built a relational database, which saved \$75K a year in outside research.
- Deployed machine learning model that identified supply and demand behaviors, using SQL to query database data, and visualized findings in new infographics and pitch deck, which was communicated to C-suite executives and used to secure a \$30K investment.
- Wrote Python code for a new employee payroll data collection system that reduced human resource costs by 25%.

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

- Performed exploratory data analysis of social media in Python to create targeted customer profiles and increased marketing reach to 2M+.
- Influenced director's decisions on student pricing by collecting and visualizing competitor prices with Python and creating a database.
- Produced written and multimedia content that promoted special events and converted \$1.5K+ in new student leads.

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

- Discovered successful areas in video marketing through fact-based quantitative analysis via A/B testing and data visualization, and leveraged that insight into making 15 second "Play of the Day" videos which increased Instagram engagement by 655%.
- Led BubbleBall's marketing strategy on its joint venture with Bud Light's #UpForWhatever campaign which captured 30K+ customer leads.
- Increased internal engagement with franchise partners by communicating customer insights in monthly newsletter with CEO and Sales Director.

**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.
- Brainstormed written comedy with host Stephen Colbert and his writing staff that met tight deadlines, in line with strategy and style guidelines.

## LEADERSHIP & AWARDS

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**Baruch College Data Mining Class Competition - CIS 9660** | New York, NY | *Machine Learning Winner* 11/19 – 12/19

- Built innovative supervised and unsupervised machine learning models in R using data from an IBM dataset, and interpreted the outcomes to conceive a plan to reduce customer churn at a telecom company, awarded one of two top spots: www.graamliu.wixsite.com/churn.

**2019 Realizing Returns University Race** | New York, NY | *Real Estate Analyst* 01/19 – 12/19

- Detected risks in investment allocation strategy through research and data analysis which contributed to Baruch finishing in the national top 10.

**2016 Toronto Smartphone Film Festival** | Toronto, Canada | *Official Film Selection: The Foodie* 06/16

- Directed and wrote a short film selected for its innovative storytelling using a smartphone, chosen out of 217 submissions from 34 countries.

## DATA SCIENCE, QUANTITATIVE, & OTHER SKILLS

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- Software: Python (NumPy, Pandas, TensorFlow, Jupyter), R (Tidyverse, ggplot2), Tableau, Excel, MS Office, GitHub, Bloomberg Terminal Certified, Adobe, Wix.com, Argus, Data Wrangling/Analysis/Visualization/Modeling, Machine Learning (Supervised & Unsupervised).
- Database: SQL, Relational Databases.
- Business: Annual Operating Plans, Strategic Plans, Financial Forecasting, Budgeting, Accounting, Sustainable Real Estate Development.
- Other: Steinway & Sons Educational Partner, Urban Land Institute UrbanPlan Facilitator, Spanish (Working Knowledge).
- Music: Leveraged 24 years of piano experience to open a piano studio and inspired the next generation with music and composition.
- Dance: Performed at Madison Square Garden twice during WNBA halftime games as a bachata dance team member.