

Echo (Shiwei) Liang

(617)-371-7536 | Shiwei.liang@tufts.edu | echoliangsw@gmail.com

EDUCATION

- Tufts University**, Friedman School of Nutrition Science and Policy **Boston, MA**
Master of Science in Nutrition Epidemiology Data Science 2022
- Boston College**, School of Nursing **Boston, MA**
Certificate of Clinical Research 2019
- Emerson College**, School of Communication **Boston, MA**
Master of Arts in Communication Management 2019
- GPA: 3.93/4.00
- South China Normal University**, School of Public Administration **Guangzhou, CHN**
Bachelor of Science in Management Science 2017
- GPA: 3.3/4.00

RESEARCH EXPERIENCE

- Tufts Initiative for the Forecasting and Modeling of Infectious Diseases** **Boston, MA**
Research Assistant 07/2020 – Present
- Quality Metrics for Nutrition Data and Data Visualization Platforms
 - Navigating Global Public Influenza Surveillance System for Reliable Forecasting
 - Examining COVID-19 Outbreak Dynamics Across US Counties Using Kolmogorov-Zurbenko Adaptive Filters

PROFESSIONAL EXPERIENCE

- InfiniteMD** **Boston, MA**
Project Associate 02/2018 – 07/2020
Outline: Managed and monitored more than 100 video consultation cases and analyze patients' demographic data as an initial member of the Chronic Lymphocytic Leukemia expert access program. Being published on the 61th annual meeting of American Society of Hematology, this program helps more than 500 CLL patients in the US since 2018.
- Administrate and analyze invoicing and accounting benchmarking
 - Create outbound marketing posts on LinkedIn and WeChat to promote remote expert opinions services
 - Assist with soliciting product feedback by email communication with client accounts, provided feedback to refine the company's SaaS platform
 - Triage high volume phone calls to retrieve Medical Records for more than 200 patients

- Massachusetts General Hospital** **Boston, MA**
International Marketing Intern 10/2018 – 05/2019
- Helped coordinate the partnership with MGH Cancer Center and Jiahui International Hospital in Shanghai, China, including translation support for 2018 and 2019 Joint Symposiums and creation and review of content in Social Media accounts, videos and PPTs
 - Led social media posting and engagement for MGH Weibo Account, tracking 70,000+ followers and responding to comments
 - Conducted in-depth competitor and industrial researches for Mass General's global market expansion

- Healthcare Businesswomen Association New England Region** **Boston, MA**
Marketing Lead of the iLead Committee Group 11/2018 – 03/2020

- Collaborate with the iLead group to work on three digital healthcare panels covering more than 300 women healthcare professionals in the pharmaceutical industry
- Assist HBA marketing group for design and distribution of flyers, webpage creation and other marketing materials
- Facilitate onsite production of events and serve as a liaison to host the registration counter and lead the attendants

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Account Executive Intern

Guangzhou, CHN

11/2016 – 04/2017

- Executed technical writing, infographic production and media information monitoring tasks across the luxury goods, banking, insurance and manufacture industries
- Facilitated the coordination and execution of 4 events, covered more than 500 audiences
- Drafted event proposals and reviewed media kits as well as campaign plans to raise public awareness of clients' brands

PUBLICATION

- Shiwei Liang. "What Engagement Strategies Does E-Commerce Retailers Use to Impact Consumers' Purchase Intent" The 2018 International Academy of Business Disciplines (IABD) 30th Annual Conference, San Francisco, CA.

SCHOLARSHIPS/AWARDS

- Friedman School of Nutrition Science and Policy, MS Scholarship, 2020-2022
- Emerson College, International Graduate Student Award, 2019
- Emerson College, MA Scholarship, 2017-2019
- Emerson College, International and Global Engagement Funds, 2018
- Emerson College, Graduate Student Association Grant, 2018

SKILLS

- **Statistics:** Time series analysis, Regression models, Data Visualization
- **Computer:** R, SQL, SAS, Excel, Tableau
- **Technical:** Certificated Medical Interpreter (English to Chinese);