

JESSICA CHIU

jcchiu4@gmail.com | linkedin.com/in/chiu-jessica | jess-chiu.com

WORK EXPERIENCES

Data & Research Associate (Temp)

April 2026 – Present

Ownership Works, Inc.

New York, NY

- Conduct structured prospect research and qualitative profiling across 3,900+ contacts, synthesizing multi-source intelligence (LinkedIn, iWave, web) into narrative briefs that inform fundraising priorities
- Apply quality-control protocols to CRM data in Salesforce, such as validating and deduplicating records, to ensure downstream research and reporting reflects audit-ready information
- Partner with cross-functional stakeholders to translate research findings into actionable recommendations, balancing multiple concurrent workstreams under tight deadlines

Data & Reporting Analyst (Temp)

March 2025 – June 2025

New York Design Center

New York, NY

- Designed and delivered Power BI dashboards and PowerPoint summary reports that turned raw financial and operational data into clear, narrative-driven insights used for annual shareholder reporting
- Built an Excel tracking system using structured tables and pivot tables to monitor 200+ tenant lifecycles, improving data organization and lifting reporting efficiency by 15%
- Performed quality-control passes on CRM datasets to safeguard data integrity ahead of executive-facing analysis, resolving 100+ duplicate and missing records

Digital Operations Analyst (Contract)

June 2024 – August 2024

Azeulead

New York, NY

- Designed and analyzed 5+ rounds of A/B testing on user engagement and task completion, then translated quantitative findings into a data-backed story that shaped UX and product decisions
- Led qualitative competitive analysis using user-review mining and heuristic evaluation of competitor platforms, surfacing early-stage pain points and informing brand positioning
- Created a project management system in Notion to coordinate concurrent workstreams, improving workflow visibility, reporting cadence, and on-time delivery by 10%

Metadata Analyst Intern

June 2022 – August 2022

Houghton Mifflin Harcourt Learning Technology

New York, NY (Remote)

- Standardized and governed metadata for 300+ digital learning assets in OneCMS, enforcing consistency, completeness, and compliance with defined data standards
- Performed XML and SCORM validation to verify data integrity, schema alignment, and interoperability, honing the detail orientation required to proof questionnaires, data tables, and reports

RESEARCH PROJECTS

Skincare Tracker Mobile App — Mixed-Methods UX Research

August 2023

- Designed and ran the full research process end-to-end to identify user needs and key behavioral patterns, including discussion guide, recruiting, user interviews, and survey development for 50+ participants
- Synthesized qualitative findings using affinity mapping and behavior archetypes

EDUCATION

BS Information Systems (Digital Media Specialization) | *Stony Brook University* | *Stony Brook, NY*

- Admitted to WISE Honors program, fostering leadership for women in STEM

SKILLS

Research Methods: Quantitative & qualitative research, study/discussion-guide design, survey development, A/B testing, competitive analysis, affinity mapping, behavior archetypes, prospect research

Programming & Data: SQL, Python, R, HTML5, MySQL, Jupyter, AWS, XML/SCORM validation