

# Liz Wong

Ph.D. Student  
Austin, TX

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## Summary

I am a second-year Ph.D. student at the LBJ School of Public Affairs. I focus on digital authoritarianism and influence campaigns. My background in both the Chinese and American digital marketing profession has led me to combine my trilingual research abilities, novel SEO data collection strategies, and cybersecurity policy to investigate policies that lead to coordinated inauthentic behaviors and cognitive warfare.

## Education

**Ph.D. in Public Policy** | August 2023 - Present  
LBJ School of Public Affairs, University of Texas  
Clements Fellow

**BA International Studies** | May 2018  
The Croft Institute for International Studies, University of Mississippi  
Majors: International Studies, Chinese  
Thesis: On the 路(Lu) to the Loo: A Case Study of Public Restrooms in China Since the Chinese Communist Revolution

**Master of Global Policy Studies** | May 2023  
LBJ School of Public Affairs, University of Texas  
Portfolio Specialization: Security Studies  
Brumley Next Generation Fellow  
Cyber Student Fellow

## Certificates

**American Councils Chinese Overseas Flagship Program** | May 2018  
Nanjing University, Nanjing, China  
OPI: Superior | IRL: 3  
Thesis: 小议生活便捷化带来的垃圾污染问题  
**Code 1.0: Introduction to Computer Science** | May 2019  
Tech901

## Study Abroad

**Harbin Institute of Technology** | February 2016 – June 2016 | Harbin, China  
**Taiwan Normal University** | May 2015 – July 2015  
Taipei, Taiwan  
**Shanghai Jiao Tong University** | May 2014 – August 2015 | Shanghai, China

## Research

“B.A.R.N. O.W.L.: Behavioral Analysis of Related Networks of Open Web Links” presented and poster at *#Connexions Conference 2023: Global Media in Diplomacy and Foreign Policy*

## Skills

Mandarin (Current: Advanced Low) | Spanish (Current: Intermediate Mid) | R | Stata | Python | Pandas | Data Visualization | Markdown | Network Analysis | Tidy Data | Qualtrics | WordPress | GitHub | Gephi | Digital Marketing (China & U.S.) | Ahrefs | Search Engine Optimization (SEO) | Google Analytics | Editing | Link Building | Digital Content Production & Execution | Market Research | Management | Program Development | Mandarin Translation & Localization | Social Listening | Exploratory Research | Teamwork

## Relevant Work Experience

**Dr. Rana Inboden, Dr. Sheena Chestnut Greitens, and Prof. Adam Klein with the University of Texas at Austin | GRA**  
May 2023 – August 2023 | Austin, TX

- Used multilingual research abilities to review over 4,000 CCP primary documents, digital sources, and foreign recruitment advertisements
- Translated and encoded over 100 Chinese newsletters and documents according to dataset specifications
- Evaded CCP geoblocking detection to collect novel primary documents
- Coded a web scraper in Python that mimicked CCP site IP to avoid geolocation detection and gather novel data sources
- Developed and implemented input forum and Excel sheet for seamless and simultaneous data collection between multiple team members
- Visualized data collection through a series of graphs using Python to aid in summer reporting
- Wrote, analyzed, and edited on research findings for the end-of-the-summer grant report
- Interviewed relevant experts on appropriate data collection techniques, research ideas, and database organization

**The Global Disinformation Lab at the University of Texas at Austin (GDIL) | GRA and Project B.A.R.N. O.W.L. Team Lead**  
September 2021 – May 2023 | Austin, TX

- Combined open-source intelligence techniques, trilingual research abilities, and novel data collection strategies to investigate coordinated inauthentic activity using SEO tactics
- Leveraged Python, web scraping, social listening, and social network analysis to drastically increase the scale of analysis
- Managed and taught students through multilingual disinformation data collection, affiliate networks, and network analysis
- Met and coordinated with clients to ensure research integrity and desired deliverables
- Developed relevant methodology and research questions designed to produce a publishable paper and to deploy novel software
- Acted as an internal subject matter expert for the lab’s Chinese, SEO, and digital marketing interests
- Delivered a report to grant organizers summarizing research and results

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## **Applied Research Laboratory at the University of Texas at Austin | GRA**

June 2022 – August 2022 (Continues to present day as liaison for GDIL with 0-hour appointment) | Austin, TX

- Refined Barn Owl research while completing SEO and disinformation typology and literature review
- Worked with clients to create a scalable research design for Barn Owl accessible to undergraduate and Ph.D. students

## **Dr. Rana Inboden with the University of Texas at Austin | SSA**

June 2022 – August 2022 | Austin, TX & Little Rock, AR

- Utilized bilingual Mandarin research abilities to identify CCP authoritarian training centers and partnerships
- Discovered and codified over 50 relevant inner Party newsletters regarding foreign authoritarian training initiative locations, dates, lectures, and activities
- Translated and summarized CCP viewpoints on the Xinjiang Special Report from the UN Human Rights Commission
- Coordinated research targets and identified relevant boxes prior to travel with the William J. Clinton Library and Museum
- Compiled, organized, and coded relevant primary sources for review after analyzing over 200 documents in three days

## **Dr. Sheena Chestnut Greitens with the University of Texas at Austin | SSA**

September 2021 – December 2021 | Austin, TX

- Encoded and edited a Qualtrics survey on North Korea immigrant views on U.S. democracy
- Converted and reported participant responses according to research specification and computer requirement

## **Collierville Literacy Council | ESOL Program Manager**

March 2021 – August 2021 | Memphis, TN

- Designed, established, led, and executed the nonprofit's first financially solvent English program
- Developed the council's brand strategy yielding an ESOL program profit growth of 500% in 3 months
- Utilized trilingual abilities to recruit and assess students, growing the program by over 30% despite COVID-19 hesitations
- Initiated and organized a multilingual vaccine registration translation piece with students at the University of Tennessee Health and Science Center which was recognized by the White House Office of Faith-Based and Neighborhood Partnerships
- Designed, executed, strategized, and managed the nonprofit's website development and SEO efforts

## **Higher Visibility | Digital Public Relations Specialist**

June 2019 – July 2020 | Memphis, TN

- Researched, strategized, and coordinated web content development critical to digital campaigns for over 20 clients monthly
- Initiated, developed, and managed a database of over 200 clients used throughout our department and for training
- Represented, created email content, and outreached for >6 clients weekly

## **ASAP+ | Business Development and Marketing Intern**

February 2018 – June 2018 | Shanghai, China

- Covered digital performance analysis, brand positioning, social media communication, e-commerce approach, user & traffic flow, CRM functionality for consumer analytics, SEO/SEM strategy and campaign planning
- Performed bilingual quantitative & qualitative research for clients while coordinating with the creative department for seamless integration of proposed strategic propositions
- Created strategy presentations and pitches alongside support from the account team
- Translated and localized digital content, pitches, and KOL videos
- Wrote and optimized monthly Chinese digital landscape content for the company

## **Volunteer work**

### **The Global Disinformation Lab at the University of Texas at Austin (GDIL) | Student Researcher, Cyber Pacific**

August 2023 – December 2023 | Austin, TX

- Investigates cyber news and policies regarding ASEAN countries and Taiwan
- Codes relevant and verifiable cyber attacks in ASEAN and Taiwan weekly
- Contributed to monthly cyber newsletter by summarizing assigned countries' most important attacks

### **Travis County Tax Assessor-Collector | Volunteer Deputy Registrar**

December 2023 – Present | Austin, TX

- Registered Citizens to vote
- Hosted voter registration events

### **Irregular Warfare Initiative | Editorial Staff**

June 2024 – Present | Austin, TX

- Select and edit pieces in alignment with audience and staff requirements
- Guide writers to producing high quality, clean pieces on irregular warfare
- Act as the cognitive warfare and China expert.