# ISABEL BODY

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Data Scientist with end-to-end ownership of production analytics pipelines, transforming large-scale social data into daily commercial insights.

## EXPERIENCE

**ZURU,** Auckland, NZ                                                                                    Nov 2024 - Present

*Data Scientist*, July 2026 – Present
- [Placeholder bullet point for Data Scientist role]
- [Placeholder bullet point for Data Scientist role]

*Junior Data Scientist*, Feb 2025 – Present
- Owned TikTok trend intelligence reporting using exclusive API access, transforming 20k daily hashtags into concise, actionable insights with clear commercial actions.
- Reduced insight delivery cadence from monthly to daily by building automated ingestion and analysis pipelines across 6 core categories.
- Designed rising-trend detection logic to surface 100 candidates per day and curated the final trends for reporting.
- Created structured trend reports that directly informed NPD brainstorming, licensing discussions, and retailer-facing narratives.
- Contributed analysis and storytelling to product pitch decks for our new product line Sticker Therapy, supporting 3 products that were ultimately greenlit.

*Data Analytics & Development Intern*, Nov 2024 – Feb 2025
- Developed hierarchical Bayesian model for marketing optimization to quantify ROI and sales impact.
- Built data pipeline using US government APIs to gather macroeconomic signals for marketing analysis.
- Collaborated with India team to develop web portal for marketing insights.
- Led exploratory data analysis for Millie Moon diapers brand to identify performance drivers.

**EY Open Science Data Challenge Program,** *Machine Learning Developer* **|** Remote            Dec 2023 - March 2024
- Directed team efforts, achieved top 20 (globally) in EY Open Science Data Challenge Stage 1.
- Developed a machine learning model with a 0.48 MAP score in assessing storm damage on residential and commercial areas.
- Utilized Python programming language and advanced libraries including TensorFlow and scikit-learn in Microsoft's Planetary Computer's Hub environment.
- Back-tested linear model for underfitting and overfitting across different thresholds.

**Treasure,** *Software Engineer and Co-founder* **|** Auckland, NZ **|**                          Dec 2023 - April 2024
- Built an expense tracking software for University clubs.
- Delivered a web app in under three months with a PERN tech stack with HTTP request handling.
- Engineered to scale horizontally, supporting an increase in users by 5 times.

**Biztech Society,** *PR Executive* **|** Auckland, NZ                                              Jan 2024 - Current
- Generated significant sponsorship revenue: secured partnerships with industry leaders including Microsoft and KPMG, resulting in over $5000 in investment and securing four guest speakers for events.
- Facilitated the re-brand towards a tech-focused direction, leading to the successful registration of approximately 50 tech students.

## EDUCATION

**University of Auckland,** *BS in Computer Science and Statistics* **|** Auckland, NZ            July 2022 - July 2025

## Achievements

**3rd Place, ZURU Tech Case Competition 2023**
- Secured 3rd place out of a highly competitive pool of finalists by presenting a 10-page business plan highlighting innovative strategies for ZURU Tech's entry into the smart housing industry.

## SKILLS

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|---|---|
| Languages | Python, JavaScript, Java, R, SQL, HTML/CSS, C# |
| Software | React, PostgreSQL, MySQL, Node, Git, Express.js, OpenCV, Tensorflow, Pytorch, Azure, AWS, Pandas |
| Tools & Methodologies | Data-modelling, Agile Methodologies, Project Management, Documentation, Microsoft Office Suite |

## PROJECTS

**Stock Market Prediction Model** 2024
- Leveraged historical data and machine learning algorithms to estimate upcoming change in the US Stock market.
- Built using Pandas, numpy, and sklearn from public data on Yahoo Finance for the S&P 500.

**Face-Analyser tool** 2023
- Implemented an emotion, gender, and race detecting computer vision project using OpenCV and deepface Python libraries.
- Designed multi-threading algorithms to reduce network overloading issues by 96%, enabling real-time analysis of facial attributes.

**Game Library App** 2023
- Led the development of a comprehensive game library using MVVM design pattern, implementing Python with Flask and SQLAlchemy.
- Utilised Agile project management strategies, including creating timelines to ensure project milestones were met and facilitating strength-based delegation among team members.
- Implemented proxy rotation algorithm that uses resource consumption and HTTP request routing metrics to rotate proxies on a per thread basis to optimise parallel processing of HTTP traffic.