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 - Data Scientist   Auckland, NZ | Nov 2024 - Present

Promoted from Data Analytics Intern to Junior Data Scientist to Data Scientist

- Owned TikTok trend intelligence reporting using exclusive API access, transforming 20k daily hashtags into 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; created structured reports informing NPD brainstorming and licensing discussions.
- Contributed analysis to product pitch decks for Sticker Therapy, supporting 3 products that were greenlit.

EY Open Science Data Challenge Program - Machine Learning Mentee   Remote | Dec 2023 - March 2024

- Led team to top 20 global ranking; developed ML model (0.48 MAP) for storm damage assessment using TensorFlow and scikit-learn.

Treasure - Software Engineer and Co-founder   Auckland, NZ | Dec 2023 - April 2024

- Built expense tracking web app for University clubs using PERN stack with horizontal scaling architecture.

Biztech Society - PR Executive   Auckland, NZ | Jan 2024 - Nov 2024

- Secured $5000+ sponsorship from Microsoft and KPMG; led tech-focused rebrand driving 50+ student registrations.

EDUCATION

University of Auckland, *Bachelor of Science in Computer Science and Statistics*   July 2022 - July 2025

Achievements

- **Best Capstone - Community Impact Award, The University of Auckland:** Nov 2024
- **1st Place & MVP - EY Ideate and Innovate Challenge:** Created fully implemented app with buddy matching, live chat, and AI chatbot. Awarded MVP of winning team. Sep 2024
- **1st Place - EY Data in Business Case Competition:** Analyzed procurement data to identify cost reduction opportunities. 1st out of 20 teams. Jul 2024
- **Developer's Society - Most Technically Impressive:** Built live translating, gamified educational platform using ML and computer vision in 48 hours. Jul 2024

SKILLS

Data Science & ML	Python, SQL, TensorFlow, PyTorch, Statistical Modeling, Computer Vision, Time Series Analysis
Data Engineering & Cloud	PostgreSQL, MySQL, ETL Pipelines, AWS, Azure, API Integration, Git
Software Development	JavaScript, React, Node.js, Full-Stack Development, RESTful APIs

PROJECTS

- **MINI-Q Digital Platform (miniq.nz):** Full-stack web app digitising MINI-Q questionnaire for ADHB clinicians. React/TypeScript, Express, PostgreSQL, AWS.
- **Face-Analyser Tool:** Computer vision system for emotion, gender, and race detection using OpenCV and deepface. Multi-threaded architecture reduced network overloading by 96%.