ISABEL BODY

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Data scientist experienced in building automated pipelines to turn 20k+ daily data points into actionable 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, Remote — Dec 2023 - March 2024

Machine Learning Developer

- 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, Auckland, NZ — Dec 2023 - April 2024

Software Engineer and Co-founder

- 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, Auckland, NZ — Jan 2024 - Current

PR Executive

- 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

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

- MINI-Q Digital Platform: Developed full-stack web application digitising the MINI-Q questionnaire in collaboration with Auckland District Health Board (ADHB) clinicians. Built React frontend with TypeScript, Express backend, and PostgreSQL database. Deployed to AWS with EC2 and RDS.
- Stock Market Prediction Model: Developed ML models to predict S&P 500 market changes using Pandas, NumPy, and sklearn with Yahoo Finance data.
- Face-Analyser Tool: Built computer vision system for emotion, gender, and race detection using OpenCV and deepface. Implemented multi-threading to reduce network overloading by 96% for real-time analysis.
- Game Library App: Developed game library application using MVVM pattern with Python, Flask, and SQLAlchemy. Implemented proxy rotation algorithm to optimize parallel HTTP processing.