ISABEL BODY

isabelbody@gmail.com | +6427 422 6676 | linkedin.com/in/isabelbody | github.com/IsabelBody

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 New Product Development 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: Sep 2024
- 1st Place - EY Data in Business Case Competition: Jul 2024
- Developer's Society - Most Technically Impressive: Jul 2024

SKILLS

Data & Engineering	Python, SQL, PySpark, ETL pipelines, Data modeling
Cloud & Infrastructure	AWS, Terraform, Docker
Data Analysis & Visualization	Pandas, NumPy, Matplotlib/Plotly
Domain Expertise	Analytics, Social media/marketing trends

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.