ISABEL BODY

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

Owned end-to-end TikTok trend intelligence system ingesting 20k hashtags/day via exclusive API access, translating trend signals into actionable insights for product, licensing, and marketing teams.

EXPERIENCE

ZURU Toys - Data Scientist   Auckland, NZ | Nov 2024 - Present

- Promoted from Data Analytics Intern → Junior Data Scientist → Data Scientist in under 2 years.
- Owned end-to-end TikTok trend intelligence system ingesting 20k hashtags/day via exclusive API access, generating actionable insights for product, licensing, and marketing teams.
- Built automated analytics pipelines delivering daily insights at scale, while preserving human oversight for final validation and storytelling.
- Designed rising-trend detection and integrated social, search, and ecommerce signals to identify demand-aligned opportunities, informing NPD ideation and external licensing discussions.
- Insights contributed to internal decision-making, leading to 3 ZURU products being greenlit, and were adopted by major retail partners (Walmart, Target) to guide live inventory management, buying strategies, and trend-led merchandising initiatives.

MINI-Q Digital Platform - Full-Stack Developer   Remote | July 2024 - Nov 2024

- Developed and deployed a full-stack healthcare web application digitising the MINI-Q questionnaire in collaboration with Auckland District Health Board clinicians (live: miniq.nz).
- Built React frontend with TypeScript, Express backend, and PostgreSQL database. Deployed to AWS with EC2 and RDS.

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 Mean Average Precision) for storm damage assessment using TensorFlow and scikit-learn.

Biztech Society - PR and Tech Events Lead   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

Analytics & Decision Systems	Large-scale trend analysis, signal-to-noise reduction, exploratory analytics, insight automation, human-in-the-loop decision support, stakeholder-ready reporting
Data Engineering & Scale	Python, SQL, PySpark, automated data pipelines, incremental processing, data modeling for analytics use cases
Data Sources & Domains	Social media discovery data, search demand signals, ecommerce performance data, marketing and product analytics
Cloud & Tooling	AWS (EC2, RDS), Docker, Terraform
Visualization & Communication	Pandas, NumPy, Matplotlib, Plotly; executive-facing insight synthesis

Certifications

Microsoft Certified: Azure AI Fundamentals (AI-900)   Microsoft
Oct 2024

PROJECTS

- **Treasure - Finance Management App for University Clubs:** Built a web application to track expenses and budgets, using the PERN stack with a scalable backend architecture.

- **Stock Market Prediction Model:** Developed ML models to predict S&P 500 market changes using Pandas, NumPy, and sklearn with Yahoo Finance data.
- **Game Library App:** Developed game library application using MVVM pattern with Python, Flask, and SQLAlchemy. Implemented proxy rotation algorithm to optimize parallel HTTP processing.