

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 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 daily hashtags via exclusive API access and converting signals into clear commercial actions.
- Built automated ingestion, analysis, and reporting pipelines, reducing insight delivery cadence from monthly to daily across 6 core product categories.
- Designed rising-trend detection logic surfacing 100 candidates per day to inform New Product Development brainstorming and licensing discussions.
- Produced analytical inputs for product pitch decks, strengthening commercial rationale for 3 products that were subsequently greenlit.

MINI-Q Digital Platform - Full-Stack Developer

Remote | July 2024 - Nov 2024

- Developed full-stack web application digitising the MINI-Q questionnaire in collaboration with Auckland District Health Board clinicians. 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 Achievements

July 2022 - July 2025

- 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	Social media and Marketing Analytics (trend identification, product/content insights)

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.
- **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.