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 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*   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	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.