# Julieta Matevosyan

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Address: 2-1 Naka, Kunitachi city, Tokyo 186-8601

#### Research Interests

Media Studies, Econometrics, Statistics, Natural Language Processing, Political Economy, Finance

#### **Education**

# Hitotsubashi University

Graduate Schools of Social Data Science (SDS) & Social Sciences (SS) Tokyo, Japan 2022 - 2025 PhD Candidate

Academic Advisors: Jonathan Lewis, Ryo Kato

Tokyo Institute of Technology, Graduate School of Computing Tokyo, Japan 2021 - 2022 Exchange Student

Professors: Takenobu Tokunaga, Naoaki Okazaki

Hitotsubashi University, Graduate School of Social Sciences (SS)

Tokyo, Japan M.A. in Social Sciences. GPA: 3.79/4.3 2020 - 2022 Non-Degree Research Student, Media Laboratory 2019 - 2020

Academic Advisor: Jonathan Lewis

## Yerevan State University, Department of Political Science

B.A. in Political Science (with Honors). GPA: 19.95/20 2013 - 2017

Thesis Advisor: Stella Jangozyan

## **Employment**

## **Philip Morris International**

Tokyo, Japan

Digital Function, Data Scientist

Apr. 2025 - Present

Yerevan, Armenia

- · Developing consumer segmentation models to enhance targeted marketing strategies using advanced clustering techniques by utilizing Treasure Data workflows and AWS storage containers.
- · Designing sentiment analysis and topic modeling pipelines with Large Language Models from HuggingFace to extract actionable insights from Japanese customer data.
- · Implementing first-touch and multi-touch attribution models to optimize marketing campaign performance and resource allocation.

## **Philip Morris International**

Tokyo, Japan

Digital Function, Intern

Aug. 2023 - Sep. 2023

• Completed 90% of the research and projects that used to be carried out by 10 data science consultants.

# Project 1. Data Pipeline

- · Got marketing data via REST APIs and created tables without redundancy by processing data with Polars.
- · Designed SQL DB and data processing pipeline and deployed on cloud workflow management system.

## **Project 2.** Sentiment Analysis

- · Created a multilingual text sentiment generation pipeline with Large Language Models from HuggingFace.
- Stored generated sentiment and snapshots of a fine-tuned model on the cloud.

#### **Project 3.** Analytic Dashboard

· Conducted exploratory data analysis and exhibited research outputs with Power BI.

#### **Project 4.** Research

Data Scientist, Intern

• Discovered the insights with the features derived from *Projects 1*. to 3. to C-Suite.

# Mitsubishi UFJ Financial Group

Tokyo, Japan

Aug. 2023 - Sep. 2023

- · Identified the predictors correlated with credit card fraud using statistical methods and Language Models.
- Processed features using Polars, external APIs, and statistical techniques.
- · Created a Neural Network with the building blocks in PyTorch to predict if the transaction is fraudulent.

#### Hitotsubashi University

Tokyo, Japan

Research Assistant Sep. 2022 - Aug. 2023

· Automated the manual career and education history-related data extraction task that used to take 90 hours per week for 6 people by developing a website scraper on Python.

- · Created mapping functions to store each data record in its corresponding database schema (column).
- · Cleaned text data with Python and joined data tables to create formatted weekly reports with Excel functions.

Teaching Assistant

Summer Quarter, July - Aug. 2022

Course Title: Economics and Education (in Japanese)

• Facilitated the discussion sessions for 70 students, providing teaching materials and feedback based on the research experience on Economics and Education.

Research Assistant April 2020 - Sep. 2020

• Fetched, transformed, and loaded the network of followers of Japanese politicians into a PostgreSQL database with Python Twitter API and visualized pre-computed centrality measures with Tableau.

## Mitsubishi Research Institute, Inc.

Tokyo, Japan

Business Consultant, Intern

Aug. 2020 - Sep. 2020

• Proposed a sales plan for Japanese healthcare products in the Middle East based on social case studies.

## **Central Electoral Commission of Armenia**

Yerevan, Armenia

Administrative Secretary, Contract

Dec. 2015 - Apr. 2017

• Set up local polling stations and managed the counting and reporting procedure of about 2000 votes.

## The Government of the Republic of Armenia

Yerevan, Armenia

Management Staff, Intern

May 2016 - June 2016

• Comparatively analyzed the content and outcomes of three Armenian Constitutional amendments and prepared a report for internal opinion exchange.

## Research papers

- [1] Matevosyan, J. (2024). Are Corporate Network Sequences Priced? Evidence from Japan. (in progress)
- [2] **Matevosyan, J.** (2024). Assessing the Impact of Public Policy on Youth Career Trajectories in Armenia. Under review at *Social Science Quarterly*.
- [3] **Matevosyan, J.** (2024). Investigating the Influence of ICT Sector Expansion on Career Choices among Young Armenians. Under review at *International Journal of Educational Development*.
- [4] **Matevosyan, J.** (2024). The Impact of Remittances Across All School Enrollment Rates in Post-Soviet States: A Panel Data Analysis. Under review at *Post-Communist Economies*.
- [5] **Matevosyan, J.** (2023). The Link Between Artists' Online Popularity and the Value of South Korean Entertainment Companies. *Academy of Management Journal Paper Development Workshop, Kyoto, Japan, 15 April, 2023*
- [6] **Matevosyan, J.** (2022). The Role of Remittances and Youth Unemployment Rates in University Enrollment: Evidence from Post-Soviet Republics. Master's Thesis. *4th International Conference on Social Sciences, Humanities and Arts, 23 April, 2023.* DOI: 10.13140/RG.2.2.21654.01601/2
- [7] **Matevosyan, J.** (2017). The Korean Issue in Modern International Relations: From Conflict's Origin to Current Prospects of Resolution. Bachelor's Thesis. DOI: 10.13140/RG.2.2.12603.28969

#### **Presentations**

Matevosyan, J. Graduate Student Perspectives on the Field of Global Studies. *Global Studies Consortium Annual Meeting*, 18 June, 2022

# Honors and Awards

Japanese Government (MEXT) Full Scholarship and Stipend for Foreign Students

2019 - 25

Diploma with Honor, Yerevan State University

2017

Full Scholarship for Academic Excellence, Yerevan State University

2013 - 17

Armenian National Olympiad in Literature, Finalist

2012

#### Skills

Languages: Armenian (native), Russian (native), English (bilingual), Japanese (bilingual, JLPT N1)

Technical: Python, MS Excel, R, PostgreSQL, AWS (Dynamo DB), LATEX, Tableau, Gephi

# **Others**

Work eligibility: Currently possess a student visa in Japan with the availability to transition to a full-time working visa within a month (using a permanent resident's spouse visa).

# References

## Jonathan Lewis (Ph.D. Advisor)

Professor of Social Sciences Hitotsubashi University 2-1 Naka, West Campus Faculty Building 2, Room 411 Kunitachi city, Tokyo 186-8601 jonathan.lewis@r.hit-u.ac.jp

# Kato Ryo (Ph.D. Advisor)

Professor of Social Data Science Hitotsubashi University 2-1 Naka, East Campus East Main Building, Room 214 Kunitachi city, Tokyo 186-8601 kato.ryo@r.hit-u.ac.jp

# Stella Jangozyan (Advisor)

Professor of Political Science Yerevan State University 1 Alek Manukyan St, Faculty of International Relations Yerevan 0025, Armenia stella.jangozyan@ysu.am