

# JULIETA MATEVOSYAN

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## 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

*PhD Candidate*

2022 - 2025

*Academic Advisors: Jonathan Lewis, Ryo Kato*

### **Tokyo Institute of Technology, Graduate School of Computing**

Tokyo, Japan

*Exchange Student*

2021 - 2022

*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**

Yerevan, Armenia

*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

- Developing consumer segmentation models to enhance targeted marketing strategies by using advanced clustering techniques, 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**

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

### **Mitsubishi UFJ Financial Group**

Tokyo, Japan

*Data Scientist, Intern*

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](https://doi.org/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](https://doi.org/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),  $\text{\LaTeX}$ , Tableau, Gephi

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***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).

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***References*****Jonathan Lewis (Ph.D. Advisor)**

Professor of Social Sciences  
Hitotsubashi University  
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Kunitachi city, Tokyo 186-8601  
[jonathan.lewis@r.hit-u.ac.jp](mailto: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](mailto:kato.ryo@r.hit-u.ac.jp)

**Stella Jangozyan (Advisor)**

Professor of Political Science  
Yerevan State University  
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Faculty of International Relations  
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