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
Doctor of Philosophy in Social Sciences — *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

[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
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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
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Faculty of International Relations
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