

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

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). Assessing the Impact of Public Policy on Youth Career Trajectories in Armenia. PhD Thesis Chapter. Hitotsubashi University.

[2] **Matevosyan, J.** (2024). Investigating the Influence of ICT Sector Expansion on Career Choices among Young Armenians. PhD Thesis Chapter. Hitotsubashi University.

[3] **Matevosyan, J.** (2024). The Impact of Remittances Across All School Enrollment Rates in Post-Soviet States: A Panel Data Analysis. PhD Thesis Chapter. Hitotsubashi University.

[4] **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*

[5] **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*

[5] **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), L^AT_EX, Tableau, Gephi

Others

Work Eligibility: Currently hold a Highly Skilled Professional visa in Japan, with eligibility to transition to permanent residency within a month.

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