

Shoko Tachikawa, MBA

Data Analysis/Visualization Marketing/Supply Chain Data

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Recent MBA (Summer 2020) with 10+ years of professional career in global mega corporations, currently in another master's program for Data Analysis and Visualization (exp. Fall 2022). Passionate about leveraging data skills and discipline in statistical analytics while being able to bring business administrative/managerial experience to another level.

SKILLS

Data Analysis • R (Hierarchical/Mixed Effect Models) • SQL • Python (Logic)

Data Visualization • R Shiny (Interactive Mapping) • Tableau • Power BI • D3.JS

Web Analytics • Google Analytics (SEO & PPC Analysis) • Adobe Analytics

Graphics • Adobe PhotoShop • Illustrator • InDesign • Blender

Business • SAP • Oracle • IBM Mainframe

EDUCATION

Graduate Center | New York, NY | **M.S. in Data Analysis and Visualization**, GPA: 3.95 expected 12/22

- Student member for Program Executive Committee, and Faculty Membership Committee
- Program Representative at Doctoral and Graduate Student Council, and Graduate Council

Baruch College, Zicklin School of Business | New York, NY | **MBA Digital Marketing**, GPA: 3.36 08/20

- Frances & Edward Murphy MBA Award
- Communications Director at Graduate Student Assembly
- Zicklin Graduate Student Ambassador
- Voting member of Joint Committee on Curriculum and Articulation

Medgar Evers College | Brooklyn, NY | **B.S. in Financial Economics**, GPA: 3.5 12/17

- Founder and First President of International Student Club
- Corresponding Secretary at Student Government Association
- Dean's List for four consecutive semesters, Provost's List

EXPERIENCE

Graduate Center Office of Admissions | New York, NY 09/21 – 12/21

Student Employment Program

- Managed information of graduate candidates in SharePoint for all Ph.D. and masters departments and transformed/processed the data for existing students.
- Built a datatable of required documents for application and arranged it to connect into ApplyYourself network system.

Baruch College Graduate Student Assembly | New York, NY 09/18 – 06/20

Communications Director

- Formed a functional subcommittee and launched a monthly newsletter with InDesign. Built a website on WordPress to promote student life activities.
- Maintained and analyzed traffic to the website using analysis tool to optimize student outreach. External communication with all graduate students via weekly Listserv distribution and Qualtrics survey.

Migration Resource Center Staten Island, NY	10/19 – 01/20
Marketing and Outreach Intern	
<ul style="list-style-type: none"> • Researched and identified potential partners for a nonprofit legal service organization as part of MBA curriculum. • Exposed promotional materials and maintained social media to optimize clients' experiences. Processed with advertising spots and created contents for YouTube, AdWords, Spotify, and Staten Island Ferry. 	
Pearson VUE National Computer Systems Japan K.K. Tokyo, Japan	02/14 – 01/15
Test Center Manager/Lead Test Administrator	
<ul style="list-style-type: none"> • Managed test center and its team of 4, and liaised with global operational teams to deliver clients' exams properly. Created issue/change log data table and shared with the team and APAC representatives. • Reviewed team performance, managed testing materials and office supplies including PCs and network with vendors, and secured office safety. 	
Bloomberg L.P. Tokyo, Japan	02/13 – 09/13
Purchasing Operations	
<ul style="list-style-type: none"> • Managed purchasing operations for North America divisions; created purchase orders in SAP database that corresponds Bloomberg Terminal, and liaised with AP Processing team. Negotiated lead time and pricing with vendors; adhered to Bloomberg supply chain management policy. • Restructured workflow using Visio to increase efficiencies and streamlined orders and deliveries. 	
Bank of America Merrill Lynch Tokyo, Japan	12/10 – 11/12
Technology Procurement	
<ul style="list-style-type: none"> • Evaluated 1,200+ suppliers in local MS Access database for global sourcing/procurement facilitation, and engaged in localizing new procurement system. Secured new and renewed contracts/licenses for IT Projects and delivered tech services to internal users. • Analyzed sourcing database from SAP Ariba to report to regional managers, approved invoices for backend coding, and created payment instructions. 	
Citigroup Global Markets Japan Inc. Tokyo, Japan	12/06 – 09/08
IT Request Management	
<ul style="list-style-type: none"> • Handled and coordinated IT requests from 2,000+ Citibank peer users and built system workflow which was deployed as global standard including North America and APAC. • Processed procurement for projects using Oracle P2P program; updated monthly price of technology items in system per vendor upon global agreement. Managed maintenance period of hardware and software pivoting data tables for FinCon/AP. 	

PROJECTS

Data Analysis and Visualization Captone: Factors in Music that Influence Human Behavior (MS)	Present
Data Visualization: Marketing/Sales Strategy (MBA), Spotify Playlist during Covid Period (MS)	05/19 & 12/20
Digital Marketing Strategy: Mini Brands for Holiday 2020 Case Study (MBA)	05/2020
Digital Marketing: Digital Presence Assessment for New Millenium Tech (Dummy) (MBA)	05/19

PROFESSIONAL DEVELOPMENT / CERTIFICATES

Google Data Analytics R, Tableau, SQL, Spreadsheet Google	05/22
Data Visualization and Dashboaring with R R Language Course Track Johns Hopkins University	05/22
Data Analyst with R R Language Skill Track DataCamp	02/22
Responsive Web Design HTML and CSS Developer Coursework FreeCodeCamp	01/22
Google Analytics for Power Users Analytics Web Tool Google Analytics Academy	12/19

LEADERSHIP / VOLUNTEERING

General Member Global Professional Network Data Visualization Society	05/22 – Present
Student Member New York Chapter Digital Analytics Association	02/20 – Present
Volunteer Income Tax Assistant and Site Coordinator Certified VITA IRS	01/17 – 12/19
Student Volunteer Advertising Week New York AW360	09/19
Inducted Member Medgar Evers College Chapter National Society of Leadership and Success	09/17