Shoko Tachikawa, MBA

Data/Business Analysis and Visualization

Recent MBA with professional experience in fast-paced global mega corporations, currently in MS program for Data Analysis and Visualization to acquire adaptive in-depth quantitative representation insight. Combines leveraging data skills and expertise in statistical analytics with strategic business administrative/managerial experience. Passionate about aesthetical science models practicing advantageous versatility cultivated in various fields.

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TECHNICAL SKILLS

Data Analysis: R [Hierarchical/Mixed Effect Models; Regression Statistics] • 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 [+ Ariba] • Oracle [+ P2P] • IBM Mainframe

EDUCATION

CUNY Graduate Center | New York, NY | **MS • *Data Analysis & Visualization*** • GPA 3.96   EXPECTED 05/23
- Student member for Program Executive Committee; Faculty Membership Committee
- Program Representative at Doctoral and Graduate Student Council; Graduate Council

Baruch College CUNY, Zicklin School of Business | New York, NY | **MBA • *Digital Marketing*** • GPA 3.39   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, CUNY | Brooklyn, NY | **BS • *Financial Economics*** • GPA 3.51   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

RELEVANT EXPERIENCE

Migration Resource Center | Staten Island, NY
Desk Service Analyst   06/22 - Present
- Manage clients' database in INSZoom SaaS case solution system. Transformed USCIS paperwork dated from 2021 into data format and properly located documents, and organized their metadata. Analyze the legal case processing modules and demographic trends for internal productivity and outreach using Excel, Power BI, and R programming.
- Handle incoming office calls of approx. 20/day using RingCetral system and established outreach workflow. Analyze the exported data for attorneys' consultation schedules using Power BI on Teams and Google Workplace.

Marketing and Outreach Intern   10/19 – 01/20
- Researched promotional materials and identified potential partners for a nonprofit legal service organization as part of MBA curriculum. Exposed agents with controlled budget and created SEO content for AdWords, Spotify, and S.I. Ferry to reach local audiences.

Eladia's Kids Parent LLC | Brooklyn, NY | ***Office Assistant and Data Management***   09/22 – Present
- Manage students' database from 3 branch daycare/pre-schools in BrightWheel all-in-one solution system, transitioning data from preceding Procare application. Create weekly reports of late pickups for additional charges and suggest parents alternate registered schedule.
- Build prediction model of demographics collecting data and geolocation resources for a new branch opening on 09/01/23.
- Organize administrative paperwork of students and employees in spreadsheet, assisted in collecting missing documents and prepared for DoE inspection.

PROJECTS / CERTIFICATES

Factors in Music Business that Influence Human Behavior	Data Analysis	**MS Capstone**	Present
Google Data Analytics Certificate| R, Tableau, SQL, Spreadsheet	**Google/Coursera**	05/22
Bike-Share Business Analysis	Data Analysis and Visualization	**Google Data Analytics Project**	05/22
Data Analyst with R Certificate | R Skill Track	**DataCamp**	02/22
Responsive Web Design Certificate| HTML and CSS Developer Coursework	**FreeCodeCamp**	01/22
International Reading Literacy (PIRLS) Analysis	Hierarchical Linear Models	**PhD Course Project**	12/21
Quantified Self Spotify Playlist during Covid Period	Data Visualization	**MS Course Project**	12/20
Mini Brands Campaign Estimate and Solution	Digital Marketing Strategy	**MBA Course Group Project**	05/20
Google Analytics for Power Users	Analytics Web Tool	**Google Analytics Academy**	12/19
The Executive Leadership Program	Leadership & Management Institute	**Medgar Evers College**	07/19
Digital Presence Assessment for New Millenium Tech	Digital Marketing	**MBA Course Group Project**	05/19

PROFESSIONAL EXPERIENCE

City University of New York | New York, NY

Student Employment Program • **Graduate Center**   09/21 – 12/21
- Managed information of approx. 5,000 graduate candidates for all PhD and master's departments during the application period in SharePoint. Transformed/processed the data of existing students.
- Built a data table of required documents for application for all 58 academic programs, and arranged it to connect to ApplyYourself network student-onboarding management system.

Communications Director • **Baruch College Graduate Student Assembly**   09/18 – 06/20
- Formed a functional subcommittee and launched a monthly newsletter with InDesign. Built a website on WordPress to promote student-life activities, which gained access from various countries.
- Maintained and analyzed traffic to the website using analytics tools to optimize student outreach; handled communications with 3,000+ graduate students and faculties via weekly Listserv distribution and Qualtrics survey.

Pearson VUE National Computer Systems Japan K.K. | Tokyo, Japan | *Test Center Manager*   02/14 – 01/15
- Managed one of the global leading test centers and its operation with 3 colleagues under my supervision; improved team performance and increased client accommodation by 10%, which led to one additional headcount.
- Created incident/change log data tables and shared with APAC region operation team. Built and analyzed the test takers' distribution list periodically/seasonally and reported to global management team.

Bloomberg L.P. | Tokyo, Japan | *Purchasing Operations*   02/13 – 09/13
- Managed purchasing operations for North America divisions; created approx. 10 technology POs/day on average in SAP database that corresponds with Bloomberg Terminal, and liaised with AP Processing team.
- Negotiated lead-time and pricing with local vendors adhered to global supply chain management policy; created spreadsheet using conditional formatting and analyzed negotiation process in each phase for IT projects.

Bank of America Merrill Lynch | Tokyo, Japan | *Technology Procurement*   12/10 – 11/12
- Evaluated 1,200+ suppliers in local MS Access database for global sourcing/procurement facilitation and engaged in localizing a new procurement system. Secured new and renewed contracts/licenses for IT Projects, and delivered tech services based on ITIL best practices.
- Analyzed sourcing database from SAP Ariba to report to regional managers; approved invoices for backend coding and generated payment instructions for POs. Created contingency table pivoting the imported data and connected tables using VLOOKUP() for further analysis conducted by FinCon and AP subject matter experts.

LEADERSHIP / VOLUNTEERING

Data Visualization Society	Global Professional Network	**General Member**	05/22 - Present
R-Ladies Community	Global/New York Coding Community	**Member, Active Participant**	02/22 – Present
Women in Tech	US Chapter	**Member**	11/21 - Present
Digital Analytics Association	New York Chapter	**Student Member**	02/20 - Present
IRS	Certified VITA Program	**Volunteer Income Tax Assistant and Site Coordinator**	01/17 - 12/19
AW360	Advertising Week New York	**Student Volunteer**	09/19
National Society of Leadership and Success	Medgar Evers College	**Inducted Member**	09/17