

# Shoko Tachikawa, MBA

## Data Analysis and Visualization

Marketing/Supply Chain Data

Recent MBA (Summer 2020) with 10+ years of professional experience in global mega corporations, currently in another master's program for Data Analysis and Visualization (expected Fall 2022). Combines leveraging data skills and expertise in statistical analysis methods with business administrative/managerial experience.

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## SKILLS

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**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

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**CUNY Graduate Center** | New York, NY | **M.S. in Data Analysis & Visualization** • GPA 3.95 EXPECTED 12/22

- 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
- Director at Graduate Student Assembly
- Zicklin Graduate Student Ambassador
- Voting member of Joint Committee on Curriculum and Articulation

**Medgar Evers College, CUNY** | Brooklyn, NY | **B.S. in 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

## PROJECTS

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**Data Analysis and Visualization Capstone:** Factors in Music that Influence Human Behavior | MS Present

**Data Analysis and Visualization:** Bike-Share Navigation Analysis | Google Data Analytics 05/22

**Data Visualization Quantified Self:** Spotify Playlist during Covid Period | MBA 12/20

**Digital Marketing Strategy:** Mini Brands for Holiday 2020 Estimate and Solution | MBA 05/20

**Data Visualization:** Retail Store Marketing/Sales Strategy | MS 05/19

**Digital Marketing:** Digital Presence Assessment for New Millenium Tech | MBA 05/19

## PROFESSIONAL DEVELOPMENT / CERTIFICATES

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**Google Data Analytics** | R, Tableau, SQL, Spreadsheet | **Google** 05/22

**Data Visualization and Dashboarding with R** | R Course Track | **Johns Hopkins University** 06/22

**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

**The Executive Leadership Program** | Leadership & Management Institute | **Medgar Evers College** 07/19

## EXPERIENCES

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**Graduate Center Office of Admissions** | New York, NY | **Student Employment Program** 09/21 – 12/21

- Managed information of approx. 5,000 graduate candidates during the application period in SharePoint for all PhD and master's departments, and 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 into ApplyYourself network user onboarding system.

**Baruch College Graduate Student Assembly** | New York, NY | **Communications Director** 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 tool to optimize student outreach; handled communications with 3,000+ graduate students and faculties via weekly Listserv distribution and Qualtrics survey.

**Migration Resource Center** | Staten Island, NY | **Marketing and Outreach Intern** 10/19 – 01/20

- Researched and identified potential partners for a nonprofit legal service organization as part of MBA curriculum.
- Exposed promotional materials and maintained social media accounts to optimize clients' experiences. Processed with advertising spots and created contents for YouTube, AdWords, Spotify, and Staten Island Ferry to reach local audience.

**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 and implemented team performance; managed testing materials and office supplies including PCs and network with vendors, and secured office safety.
- Liaised with global operational teams to properly deliver clients' exams including GMAT and NCLEX; created issue/change log data tables, and shared with the team and APAC representatives. Built and analyzed the test takers distribution list periodically/seasonally and reported to global.

**Bloomberg L.P.** | Tokyo, Japan | **Purchasing Operations** 02/13 – 09/13

- Managed purchasing operations for North America divisions; created approx. 10 technology purchase orders/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 to check negotiation process and project phases.
- Restructured workflow using Visio and increased efficiencies; streamlined orders and deliveries.

**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 new procurement system. Secured new and renewed contracts/licenses for IT Projects and delivered tech services to internal users and teams.
- Analyzed sourcing database from SAP Ariba to report to regional managers; approved invoices for backend coding, and generated payment instructions. Created contingency table in spreadsheet for further analysis being conducted by FinCon/AP.

## LEADERSHIP / VOLUNTEERING

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**General Member** | Global Professional Network | **Data Visualization Society** 05/22 - Present

**Member, Active Participant** | Global/New York | **R-Ladies Community** 02/22 – Present

**Member** | US Chapter | **Women in Tech** 11/21 - Present

**Student Member** | New York Chapter | **Digital Analytics Association** 02/20 - Present

**Volunteer Income Tax Assistant and Site Coordinator** | Certified VITA Program | **IRS** 01/17 - 12/19

**Student Volunteer** | Advertising Week New York | **AW360** 09/19

**Inducted Member** | Medgar Evers College | **National Society of Leadership and Success** 09/17

**Individual Volunteer** | Volunteer Corps | **Prospect Park Alliance** 09/17 – Present