Shoko Tachikawa MBA

Data Analysis & Visualization
Marketing/Procurement Data

Brooklyn, NY 11204
(347) 657-4798
shot.mba@gmail.com
https://www.linkedin.com/in/shokolattetachikawa/
https://www.shot.mba/

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.

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, CUNY | New York, NY **| M.S. in Data Analysis & 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: 3.39   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 | 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

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

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

Graduate Center Office of Admissions | New York, NY   09/21 – 12/21
Student Employment Program
• Managed information of graduate candidates in SharePoint for all PhD and master's departments and transformed/processed the data of 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; handled 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
• 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.

Pearson VUE National Computer Systems Japan K.K. | Tokyo, Japan   02/14 – 01/15
Test Center Manager/Lead Test Administrator
• 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 deliver clients' exams properly; created issue/change log datatable and shared with the team and APAC representatives. Created and analyzed the test takers distribution list periodically/seasonally and reported to global.

Bloomberg L.P. | Tokyo, Japan   02/13 – 09/13
Purchasing Operations
• Managed purchasing operations for North America divisions; created purchase orders in SAP database that corresponds with 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 and increase efficiencies; streamlined orders and deliveries.

Bank of America Merrill Lynch | Tokyo, Japan   12/10 – 11/12
Technology Procurement
• 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.
• Created contingency table in spreadsheet for further analysis conducted by FinCon/AP.

LEADERSHIP / VOLUNTEERING

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