

Shoko Tachikawa, MBA

Data 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 analysis methods with strategic business administrative/managerial experience.

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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 | **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
- 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 | **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

Factors in Music Business that Influence Human Behavior Data Analysis MS Capstone	Present
Bike-Share Business Analysis Data Analysis and Visualization Google Data Analytics Certificate	05/22
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
Digital Presence Assessment for New Millenium Tech Digital Marketing MBA Course Group Project	05/19

PROFESSIONAL DEVELOPMENT / CERTIFICATES

Google Data Analytics R, Tableau, SQL, Spreadsheet Google/Coursera	05/22
Data Visualization and Dashboarding with R R Course Track Johns Hopkins University	06/22
Data Analyst with R R 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

EXPERIENCE

Migration Resource Center | Staten Island, NY

Desk Service Analyst

06/22 - Present

- Manage clients' data in INSZoom SaaS case solution system and analyze the legal case processing modules.
- Handle office incoming calls of approx. 20/day using RingCentral system and established outreach workflow. Analyze the retrieved data for efficient consultation schedule for attorneys using Power BI 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 and created content for AdWords, Spotify, and S.I. Ferry to reach local audience.

Graduate Center Office of Admissions | New York, NY | **Student Employment Program**

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 into ApplyYourself network student-onboarding management 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 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; managed testing materials and office supplies including PCs and networks with vendors.
- 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 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 to check negotiation process in each phase for IT projects.
- 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 a new procurement system. Secured new and renewed contracts/licenses for IT Projects, and delivered tech services to internal users and teams under ITIL framework principle.
- 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 in spreadsheet 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

Prospect Park Alliance | Volunteer Corps | **Individual Volunteer**

09/17 - Present