

Shoko Tachikawa, MBA

Data/Business Analysis and Visualization

Recent MBA with professional experience in fast-paced global mega corporations, currently in Data Analysis & Visualization MS program to acquire adaptive yet in-depth data methodologies that can leverage quantitative representation in practical frameworks. Combines data expertise in statistical analytics with strategic business administrative/managerial initiatives. Passionate about aesthetical science models executing advantageous versatility nurtured in various fields

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TECHNICAL SKILLS

Data Analysis: R [Hierarchical Linear Models; Logistic Regression] • Python [Logic] • SQL [BigQuery] • Alteryx
Data Visualization: R Shiny [Interactive Mapping] • D3.JS • Tableau • Power BI
Web Analytics: Google Analytics [SEO & PPC Analysis] • Adobe Analytics
Graphics: Adobe PhotoShop; Illustrator; InDesign • Blender • Figma
Business: SAP [+ Ariba] • Oracle [+ P2P] • IBM Mainframe • SaaS [InsZoom; BrightWheel] • Agile [Jira; Asana]

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** 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** 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/outreach using Excel, Power BI, and R programming.
- Handle incoming office calls of approx. 20/day using RingCentral 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. Maintained social media accounts and analyzed their traffics.

Eladia's Kids Parent LLC | Brooklyn, NY | **Office Assistant and Data Management** 09/22 – 03/23
• Manage students' database from 3 branch daycare/pre-schools in BrightWheel all-in-one solution system, transitioning data from preceding Procure application. Create weekly reports of late pickups for additional charges and suggest parents alternate registered schedule.
• Build prediction model of demographics collecting geolocation data/resources for a new branch opening Fall2023.
• Organize administrative paperwork of students and employees in functional 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

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 VITA Program CUNY Volunteer Income Tax Assistant & 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

PROFESSIONAL EXPERIENCE

City University of New York | New York, NY

Graduate Center Office of Admissions | **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 to ApplyYourself network student-onboarding management system.

Baruch College Graduate Student Assembly | **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 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 spreadsheets 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, Oracle P2P. 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.