

SHOTARO FUJIMOTO

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EXPERIENCE

9/2017-Present

AT&T

El Segundo, CA

Senior Advanced Analytics.

- Designed and implemented daily ETL jobs in Hadoop to process over 500M viewership records, with anomaly detection and email notification.
- Built data flow and reporting pipelines to identify user behavior and analyze trends and patterns, in collaboration with product managers and data analysts.
- Received “Making a Difference Award” from business partners by creating a self-service Tableau dashboard using analytics tables and auto-refreshing monthly.
- Created predictive models to classify accounts during 7 day trial period whether they will convert into paying customers or not using multiple supervised machine learning algorithms including Random Forest, GBM, Naïve Bayes, and SVM.

1/2019-Present

THINKFUL

Remote

Course Mentor.

- Mentored multiple Data Analytics students on technical skills including Microsoft Excel, SQL, Tableau, and Python.

10/2015-9/2017

YELLOWPAGES.COM

Glendale, CA

Senior Manager, Yield Management and Data Science.

- Improved clickthrough rate of ypSM, an in-house pay-per-click advertisement, 20% by conducting A/B testing to change presentation, position, and module.
- Modeled revenue forecast for search advertisement products including ypSM and Google AdSense using cannibalization and sensitivity analysis.

6/2014-10/2015

AMERICAN AIRLINES

Fort Worth, TX

Yield Management Strategy Analyst, Revenue Management.

- Managed \$550M in annual revenue and 60K flights in Midwest Region by controlling inventory using demand forecasting and optimization software.

11/2012-5/2014

Strategy Analyst, Cargo Revenue Management.

- Developed foundation framework of first ever Cargo Alliances Joint Business Agreement with JAL. Analysis includes behind and beyond scaling, stage length adjustment, treatment of Hawaii, and projected incremental revenue (\$20M).

4/2007-6/2010

TOEI COMPANY LTD.

Tokyo, Japan

Project Manager, Cultural Projects Department. Managed three international art exhibitions generating \$30M in revenue.

EDUCATION

UDACITY

Data Engineer Nanodegree, February 2020

Machine Learning Engineer Nanodegree, February 2019

THE UNIVERSITY OF NORTH CAROLINA

Chapel Hill, NC

Master of Business Administration, May 2012

KEIO UNIVERSITY

Tokyo, Japan

Bachelor of Arts in Environmental Information, March 2007

ADDITIONAL DATA

Tech Stack: Python, Spark, AWS, Airflow, SQL, Hadoop, Hive, Pig, Cassandra, R, Tableau, Vertica, bash
Enjoys 5Ks, Scuba diving (PADI-certified), and Shogi (Japanese chess, 3rd degree)