

# Joyce Megumi Ishikawa

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## EDUCATION

**Columbia University**, New York, NY

Masters of Science: Applied Analytics STEM GPA: 3.80

August 2023

Projects: Retail Inventory Opportunity Cost Analysis Capstone Project, CitiBike Angel Mapper Tableau Dashboard, Designing a Study on Customer Engagement on Instagram Shop, Kaggle Song Rating Predictive Analytics, Food.com Recipes, Reviews Ratings Predictive Analytics and Companies Video Generator Web Application (AWS Architecture)

**Fashion Institute of Technology**, New York, NY

Bachelor of Science: Business Management; Associates Degree: Advertising & Marketing Communication

Awards: 3rd Place Winner of 2020 Adobe Analytics Competition, Fall 2020 Dean's List

## EXPERIENCE

**Topolo** – *Data Analyst Internship; New York, NY*

May 2023 - Present

- Conducted data manipulation and analysis to derive internal success metrics for micro kiosk devices, leading to a significant increase in device usage by over 30%.
- Developed client-facing reporting dashboards using Posthog to effectively communicate success metrics for advertising campaigns running in micro kiosks.
- Designed and executed a Battery Discharge and Screen Brightness Experiment for devices deployed at a client's venue, optimizing screen brightness levels based on operating hours.
- Performed Extract, Transform, Load (ETL) processes on experiment data to extract relevant information and transform it into a usable format for analysis.
- Analyzed the processed experiment data to identify the most optimal screen brightness settings, which led to significant improvements in device performance and enhanced user experience.

**VaynerMedia** - *Media Analyst (Client: American Eagle Outfitters); New York, NY*

June 2021 - June 2022

- Planned and executed \$3+ million dollars on the American Eagle Holiday campaign across 7 platforms by applying customized cohort strategies; resulted in +20% YoY increase in conversion rate with a -30% decrease in overall CPM
- Recommended and performed real time campaign optimizations based on weekly data analysis resulting in a YoY 2x increase in reach and +50% in CTR in Aerie's Holiday 2021 campaign
- Collaborated with senior management to provide weekly media reporting and analysis (written and visual) using PowerPoint and Excel to show data-backed recommendations with the goal of improved monetary efficiency and performance scalability
- Designed and conducted A/B tests on creative and audience variables across social channels and applied learnings on always on campaigns; resulting in +20% increase in engagement rate, +50% in reach and -20% in CPM efficiencies

**Stein IAS Ltd** - *Media Analyst (Clients: ABB, ETS, TetraPak, Covance); New York, NY*

January 2019 - January 2020

- Built monthly comprehensive reports across all marketing activity, identifying key insights for optimization across pharmaceutical and manufacturing clients
- Executed in development of media plans, conducted media research, created and distributed RFPs, evaluated publisher proposals and developed media flow documents for B2B clients
- Created four new business pitches and strategy decks in collaboration with internal teams
- Facilitated campaign implementation and execution with paid search, sponsored content ads and third-party media vendors through the contracting, invoicing, and payment stages

## CORE COMPETENCIES

|                        |  |  |   |
|------------------------|--|--|---|
| Programming Languages: | Spoken Languages:  | Technical Skills:  | Tools & Software:   |
| Python, R, SQL         | English (Native), Indonesian (Conversational), Japanese (Conversational) | Predictive Analytics, Statistical Analysis, Machine Learning, NLP & Text Mining, Experimental Design, Data Visualization, RDMS | Tableau, Metabase, Docker, AWS Cloud Services, Excel, Adobe Analytics, Google Analytics |
|                        |  | AWS, ETL   |   |

## CERTIFICATIONS/RELEVANT COURSEWORK

- Coursework: Applied Analytics Frameworks and Methods I & II (R), Storytelling with Data, Research Design, Managing Data, Cloud Computing (AWS), Analytics & Leading Change, Solving Real World Problems with Analytics
- Certifications: AWS Cloud Foundations 2023, Introduction to Data Science 2020 (Metis Bootcamp)