ALEX OGUCHI

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EDUCATION

Master of Science in Business Analytics, Rady School of Management
University of California, San Diego, CA
GPA: 3.9 / 4.00
- Relevant Courses: Business Intelligence, Customer Analytics, Machine Learning Algorithms, Deep Learning for Business

Bachelor of Science, Business Economics | Bachelor of Arts, International Business | Minor in Data Science
University of California, San Diego, CA

SKILLS

- **Languages/Coding:** Python, R, SQL, Excel
- **Tools:** Git, Github, Pandas, NumPy, SciPy, Statsmodels, Scikit-Learn, PyTorch, Matplotlib, Tidyverse, GGPlot, Tableau
- **GitHub/Portfolio:** https://github.com/raoguchi/ | https://raoguchi.github.io/alexoguchi.github.io/
- **Spoken Languages:** Japanese

EXPERIENCE

E-Commerce Marketing Strategist, Ultima Supply, Torrance, CA   07/2022 - Present
- Designed A/B tested pricing strategies using market analytics and demand forecasting, achieving 10x ROI on high demand SKUs during Anime Expo
- Conducted competitive and market segmentation analysis to support $5000+ in wholesale trade negotiations, expanding customer segments through targeted pricing recommendations
- Built a **Python**-based SEO AI Agent using **Gemini API** and NLP techniques to dynamically generate keyword strategies, boosting web impressions across new consumer segments

Student Coordinator, UCSD Housing Dining Hospitality, San Diego, CA   05/2023 - 06/2024
- Managed operational logistics and labor allocation for 90+ student workers, applying data-driven scheduling strategies to streamline workflows for peak-hour service to 2000+ patrons
- Facilitated student transition during a major renovation by coordinating communications and operational planning, contributing to a 120% increase in revenue
- Established and implemented training modules and SOPs using operational analytics, improving onboarding efficiency and service consistency across 90+ staff

Associate Internship, Japanese Travel Bureau USA, Torrance, CA   07/2022 - 08/2022
- Created business continuity documentation using advanced **Excel** workflows to optimize acquisition transitions post-COVID, informing strategic operational structuring
- Analyzed social media campaign data using Excel and Meta Insights to target Japanese demographics, driving an increase in post engagement by 25 percent
- Researched macroeconomic and ESG trends aligned with SDG objectives, synthesizing findings into weekly company-wide briefings

PROJECTS

Agentic GenAI Integration in Recruitment Workflows, MGTA 495, Rady School of Management   03/2025 - 06/2025
- Engineered an end-to-end multimodal AI Agent with **Python**, **LLaMA**, **Gemini**, **Docker**, and **Calendly REST APIs** to automate candidate scoring, scheduling, and summarization tasks, cutting manual screening time by 60%
- Integrated **Model Context Protocol** and **Tool Calling** to incorporate consistent reasoning across Gemini and LLaMA workflows, enabling data visualization, statistical reporting, and modular task execution

Implications of Training Data Sizes for Image ML, MGTA 415, Rady School of Management   01/2025 - 03/2025
- Improved model training efficiency in **PyTorch** by applying prototype selection techniques (K-Means, random selection) on MNIST variants, achieving >90% accuracy with 50% less training data
- Evaluated the practical applications of prototyping by assessing statistical ramifications of data selection across varying levels of image complexity through MNIST, EMNIST, and KMNIST datasets

SQL and ETL for Sales Database Management, MGTA 464, Rady School of Management   08/2024
- Led a team in designing Snowflake **ETL** pipelines using Python and **SQL** utilizing Common Table Expressions (CTEs), subqueries, window functions, and aggregate functions for advanced KPI reporting and data transformations