

ALEX OGUCHI

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EDUCATION

Master of Science in Business Analytics, Rady School of Management 2025

University of California, San Diego, CA

GPA: 3.89 / 4.00

- Relevant Courses: BI, Business Analytics, Customer Analytics, Machine Learning Algorithms, Deep Learning for Business

Bachelor of Science, Business Economics / Bachelor of Arts, International Business / Minor in Data Science 2024

University of California, San Diego, CA

SKILLS

- Languages/Coding:** Python, R, SQL, Stata
- Tools:** Git, Github, Pandas, NumPy, SciPy, Statsmodels, Scikit-Learn, PyTorch, Matplotlib, Tidyverse, GGPlot, Tableau
- Projects:** <https://github.com/raoguchi/>
- Spoken Languages:** Japanese

EXPERIENCE

E-Commerce Marketing Strategist, Ultima Supply, Torrance, CA 07/2022 - Present

- Leads marketing and pricing strategies during Anime Expo to create returns up to 10 times on in-demand items
- Provides consultation in wholesale trade negotiations totaling over \$5000 to capture new customer segments
- Programming an SEO optimization AI Agent for marketing with **Python** and **Gemini** to increase website impressions for new consumer segments

Student Coordinator, UCSD Housing Dining Hospitality, San Diego, CA 05/2023 - 06/2024

- Supervised and coordinated a labor force of over 90 students, optimizing service for 2000+ patrons per hour
- Collaborated with upper administration to acclimate students to a renovation project that increased revenues by 120 percent
- Designed and implemented comprehensive training modules, including hands-on demonstrations, to standardize operations, enhance efficiency, and maintain high quality service

Associate Internship, Japanese Travel Bureau USA, Torrance, CA 07/2022 - 08/2022

- Developed detailed **Excel** documentation to streamline company transition policy following impacts of COVID 19, outlining structural changes for new acquisitions
- Crafted and analyzed social media marketing campaigns on Meta and mass-email services, targeting Japanese customer segments, resulting in an increase of 25% in post impressions
- Conducted research on global business developments aligned with company SDG initiatives, delivering weekly presentations to internal stakeholders

PROJECTS

Agentic GenAI Integration in Recruitment Workflows, MGTA 495, Rady School of Management 05/2025 - Present

- Developing an AI-powered recruiting assistant using **Python**, **LLaMA**, and **Gemini** that automates candidate analysis, interview scheduling, and reduces manual processing times by at least 60 percent
- Integrating **Model Context Protocol** and **Tool Calling** to incorporate consistent reasoning across Gemini and LLaMA workflows, enabling accurate candidate evaluations and modular task execution

Implications of Training Data Sizes for Image ML, MGTA 415, Rady School of Management 01/2025 - 03/2025

- Investigated how prototype selection affects model accuracy across various image datasets to optimize learning algorithm performance and efficiency in **PyTorch**, ultimately reaching over 90 percent accuracy with 50 percent 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 of 4 to deploy **Python**-based **ETL** solutions for querying, uploading, and modifying structured warehousing datasets in **Snowflake**'s database manager in **PostgreSQL**
- Cleaned, transformed, and wrangled Cybersyn geospatial data into a centralized data warehouse with **PostgreSQL** to enhance downstream analytics processes and location-based sales reporting