

# Joyce Megumi Ishikawa

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## EDUCATION

### Columbia University

August 2022 - August 2023

Masters of Science: Applied Analytics (STEM)

GPA: 4.06/4.33

Projects: Nordstrom Retail Inventory Opportunity Cost Analysis Project, CitiBike Angel Mapper Tableau Dashboard, Kaggle Song Rating Predictive Analytics and Companies Video Generator Web Application (AWS Architecture)

### Fashion Institute of Technology

January 2018 - May 2021

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

GPA: 3.71/4.0

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

## EXPERIENCE

### Topolo Technology

New York, NY

Data Analyst

October 2023 - Present

- Execute Customer Lifetime Value (CLTV) analysis using advanced SQL queries, incorporating Common Table Expressions (CTEs), window functions, aggregations, joins, indexing, and nested queries.
- Conduct A/B testing on ad creatives for a client venue, applying insights to optimize their ad campaign and achieving a substantial 15% increase in engagement rates.
- Develop and maintain an internal business intelligence dashboard on Metabase, integrating KPIs such as CLTV, churn rate, monthly recurring revenue (MRR), and average revenue per customer (ARPC). This comprehensive tool enhances strategic decision-making and provides actionable insights for stakeholders.

Data Analyst Internship

May 2023 - August 2023

- 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.

### VaynerMedia

New York, NY

Media Analyst

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.
- 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

New York, NY

Media Analyst

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.
- 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:

Python, R, SQL, NoSQL

Technical Skills:

Predictive Analytics, Statistical Analysis, Machine Learning, Experimental Design, Data Visualization, RDBMS

Tools & Software:

Tableau, Metabase, Git, Docker, AWS Cloud Services, Excel, Adobe Analytics, Google Analytics

## CERTIFICATIONS/RELEVANT COURSEWORK

- Certifications: AWS Cloud Foundations '23, Advanced SQL HackerRank '23, Introduction to Data Science Metis '20
- Courseworks: Applied Analytics Frameworks and Methods I & II (R), Storytelling with Data, Research Design, Managing Data, Cloud Computing (AWS), Analytics & Leading Change, Capstone Solving Real World Problems with Analytics