

Erika Mino

Los Angeles, CA

(310) 562-8587 | erika.mino.2023@anderson.ucla.edu

www.linkedin.com/in/erika-mino

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

Master of Science in Business Analytics (MSBA) | F-1 STEM OPT

Expected December 2023

- Prescriptive Models, Customer Analytics, Competitive Analytics, Operations Analytics, Machine Learning for Decision Making, Optimization
- Scholarships: UCLA Anderson Merit Fellowship, The Rotary Foundation District Scholarship

CARLETON COLLEGE

Northfield, MN

Bachelor of Arts in Statistics

June 2021

- Advanced Statistical Modeling, Time Series Analysis, Data Science, Applied Regression Analysis, Probability, Behavioral Economics, Game Theory
- Scholarships: Received merit-based scholarships worth \$150,000 from the Japanese government for 4 years

TECHNICAL SKILLS

Languages & Software: Python (Numpy, Pandas, Matplotlib, Scikit-Learn, Seaborn), SQL, R, Java, Excel, PowerPoint, Tableau

Analysis & Modeling: Statistical Modeling, Time Series Analysis, Network Analysis, Exploratory Analysis

Digital Ad Management: Google Ads, YouTube Ads, Twitter Ads, Instagram/Facebook Ads, AdRoll, LINE Ads

PROFESSIONAL EXPERIENCE

RAKUTEN GROUP

Tokyo, Japan

Customer Support Analyst Trainee

October 2021 - March 2022

- Identified major factors for customer confusion and dissatisfaction by analyzing customer inquiry data using **Excel**; made recommendations to senior management in terms of simplified product campaigns and restructuring of operator trainings to reduce daily calls by 50% (approx. 3000 calls/day)
- Handled calls from customers as part of the training; resolved their issues promptly to ensure customer satisfaction
- Participated in 4-month new grad training to cultivate technical and business skills through lectures and projects

Digital Ad Operations Assistant (part-time)

July 2021 - September 2021

- Fined-tuned bidding and optimized key metrics on Google Ads campaigns by analyzing daily performance data using **Excel** and **SQL**; decreased average_CPC (cost per click) by 35%
- Created comprehensive manual of internal ad management platform; improved efficiency of ad setup processes and reduced turnaround time by half (~ 5 mins)

CARLETON COLLEGE

Northfield, MN

R Tutor

March 2021 - June 2021

- Tutored students in introductory, intermediate, and advanced statistics courses, helping them with assignments, projects, and exam preparation

Statistics Course Grader

September 2019 - June 2021

- Graded assignments in timely manner and provided constructive feedback for students taking introductory, intermediate, and advanced statistics courses on probability, regression analysis and statistical inferences

GOOGLE

Tokyo, Japan

APMM Intern (Marketing - YouTube)

Summer 2019

- Conducted qualitative analysis of YouTube Ads performances using **in-depth interviews** with over 30 people in the Sales and the Marketing teams; collected and cleaned data using Excel to identify issues with current implementation of marketing strategies
- Created comprehensive marketing strategy proposal for FY 2021 by analyzing YouTube Ads performance and its perception by YouTube advertisers; made recommendations in terms of ad placement and range of ad product options

ANALYTICS PROJECTS

Time Series Analysis of Neonatal Mortality Rates and Paid Leave

May 2021 - June 2021

- Quantified impact of paid family leave on child health by building autoregressive moving average (ARMA) model using **R** to assess the relationship between neonatal mortality (an indicator of child health) and number of weeks of mandated paid family leave in selected EU countries

Network Analysis of Twitter's Reaction to Mask Mandates:

September 2020 - March 2021

- Conducted sentiment analysis using **R** to classify Twitter users into pro- and anti-mask based on their mask-related tweets
- Implemented community detection algorithms in **R** to identify networks of pro- and anti-mask Twitter users; compared the structural differences between pro- and anti-mask networks and found differences to be nonsignificant

The Effect of Customer's Characteristics on Restaurants' Ratings

May 2020 - June 2020

- Modeled restaurant ratings using hierarchical generalized linear models in **R** to uncover relationships between customer characteristics and ratings

ADDITIONAL

- Bilingual in English and Japanese; volunteered as full-time bilingual staff at The Setouchi Triennale (Spring 2022)