LEQUISHA ANNE NUESTRO

Business and Data Analyst

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EDUCATION

Bachelor of Science in Computer Engineering | Mapúa University — Expected Graduation: Apr 2028

- Specialization in **Artificial Intelligence**. Coursework: Data Structures and Algorithms, Software Design, Operating Systems, Applied Artificial Intelligence, and Engineering Data Analysis.
- **Led** the AI4A Hackathon team project and school group coding projects, including the Flower Image Classifier.

Senior High School, With Honors | Pasay City Science High School — 2022 – 2024

SKILLS

Finance & Analysis: Microsoft Excel (VBA) and PowerPoint, equity valuation (DCF, justified P/B, dividend models), document auditing and source verification, data validation, KPI tracking, market and competitor analysis, report writing

Tools: SQL, Python, Power BI, Tableau, Google Sheets, Airtable, monday.com CRM, Lusha, Taboola, WordPress, ChatGPT

Languages: Filipino/Tagalog and English (native speaker of both)

EXPERIENCE

Research & Data Operations Specialist / Project Manager | Narrative Group — 2025 – Present

- Built a sponsor lead pipeline in monday.com CRM that screens out brands with no LinkedIn or social presence, reaching **122 qualified companies**, and found 16 companies missing from earlier batches.
- Wrote a 28-page strategy proposal for Taboola on Reddit sentiment and competitor activity, and **the client signed** the campaign.
- Analyzed market and competitor data on hundreds of U.S. apparel brands for a client, covering revenue indicators, social following, affiliate programs, pricing, and ad activity.
- Built Talent Publisher, a Chrome extension and Python tool that grew live talent profiles from 313 to about **2,792** in 9 days, beating the 1,500 target.
- Qualified B2B decision-makers for fintech and insurance clients such as **Plus500**, **Melio**, and **Next Insurance**, plus other accounts whose names are withheld, and turned CEO meeting recordings into strategy reports.

Market & Competitor Research Consultant | Freelance — 2020 – Present

- Research products and competitors for international clients and wrote a lead generation playbook for a client.

Portfolio Analyst / Audit Contractor | Beagle — 2025 – 2026

- **Audited 5,000+ legal and insurance documents** for accuracy and source verification.
- Ranked in the **top 5 of 250+** international contractors for speed and precision.
- Spotted recurring inconsistencies and turned them into a **review checklist** that made audits more consistent.

Digital Performance Analyst | Bro Media — 2024

- Tracked daily CPC and spend on Taboola, Mediago, and Outbrain and recommended budget changes.
- Localized and verified high-volume campaign data across **15+ languages**.

SELECTED PROJECTS

Philippine Bank Valuation Tracker | *Excel, VBA, PowerPoint*: Built an Excel and VBA workbook that screens **five Philippine banks** on P/E, P/B, ROE, and dividend yield with a price import macro, then wrote a one-page China Bank equity note ranking it first on **ROE (15.6%)** with a fair value range of **PHP 35 to 90** against a PHP 50.00 price, plus a 6-slide sector deck. Also built a DCF for SM Prime and a dividend model for Synergy Grid.

Project ALON | *AI4A Hackathon, ESP32-S3, Azure*: Built a wearable that turns factory sounds into vibration alerts for deaf operators, with TinyML models trained in Azure Machine Learning that run on the device offline.

Heart Disease Prediction Model | *Python, pandas, scikit-learn*: Cleaned and audited a 303-patient clinical dataset, then tuned a logistic regression model that caught **96.4% of heart disease cases** with 86.9% accuracy against a 54.1% baseline.

ADDITIONAL

Certificates: Python programming and operating systems from Huawei ICT Academy, Meta, and Google

Interests: Gundam and plamo model kits, LEGO, jigsaw puzzles, cooking, and travel