LEQUISHA ANNE NUESTRO

Computer Engineering Student | Business and Data Analysis
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EDUCATION

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

- AI specialization. Coursework: Data Structures, OOP, Software Design, Operating Systems, and Applied AI.
- Leadership: regular team lead for group projects across coursework.

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

SKILLS

Data & Analysis: Excel (VBA), SQL, Python, Google Sheets, Power BI, Tableau, data validation, KPI tracking

Business: PowerPoint, market and competitor analysis, report writing, process documentation

Platforms & AI Tools: Airtable, monday.com CRM, Lusha, WordPress, ChatGPT, Claude, Gemini, Ollama, Qwen, DeepSeek

WORK EXPERIENCE

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

- Built Talent Publisher, a Chrome extension and Python tool that took a client site from 313 to about **2,792 live talent profiles in 9 days**, beating the 1,500 target by 86%.
- Built a creator scraper and vetting method that got **29 of 31 photographers approved** by one client (94%) and 12 creators booked or live for another.
- Built Sponsor Tracker over 116 YouTube channels, producing **122 sponsor brands and 356 verified CRM contacts**, plus 616 university contacts and 26 podcast replies from outreach.
- Supported the CEO on **28 projects** and tracked all 143 of my tasks in one logbook.
- Wrote a **28-page strategy proposal** for Taboola on Reddit sentiment and competitor activity, and the client signed the campaign.

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**.

Market & Competitor Research Consultant | Freelance — 2020 – Present

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

PROJECTS

Heart Disease Prediction Model | *Applied AI course, 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, and grouped patients with K-Means.

Flower Image Classifier | *Applied AI course, PyTorch, torchvision:* Fine-tuned and compared ResNet50 and MobileNetV3 on 2,744 flower images in 5 classes, recommending MobileNetV3 at **92.72% test accuracy** while being 5.5x smaller and faster per image.

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