

Erika Hettiaratchy

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Personal Profile

A hardworking new graduate with a proven track record in programming, marketing, and teaching, showcasing natural leadership. Eager to leverage my diverse experiences and excel in a challenging professional environment, poised to make an immediate impact in any role.

Education

Tokyo International University

Tokyo, Japan

BSc in Digital Business and Innovation

Sep 2020 - Aug 2024

- Leader of the TEDxTIU speakers team and one of 5 founders of the Computer Science club.
- Received an 80 percent scholarship from university tuition.
- Received monthly stipends from JASSO.
- GPA: 3.7

Lyceum International School

Nugegoda, Sri Lanka

High School Diploma, Cambridge International A Levels

2007 - 2018

- Passed with Distinction.
- Senior Prefect/Student Leader(2016 - 2017).
- Specialized in Physics, Computer Science, and Biology.

Work Experience

Pacific Associates (PAL K.K.)

Tokyo, Japan

Associate Headhunter

August 2024 - Present

- Specialize in identifying and engaging highly qualified bilingual professionals within the pharmaceutical and medical device industries.
- Proactively source top talent through targeted outreach strategies, including cold calling, to connect candidates with career opportunities aligned with their skills and aspirations.
- Facilitate seamless career transitions by understanding client needs and matching them with exceptional candidates, contributing to the growth and success of both individuals and organizations.

Women in Science Japan (WISJ)

Tokyo, Japan

Volunteer, Student Representative

March 2023 - Present

- Spearheaded the social media marketing strategy for the 2023 flagship event, crafting content and ensuring consistent posting schedules. This resulted in a record-breaking attendance of 65 participants.
- Mentored by AI researcher and co-founder, Elizabeth Oda in the field of programming, advocacy and female empowerment.
- Created and managed the dedicated Squarespace webpage for the flagship event, providing a centralized platform for information and registration.

AdvantF

Tokyo, Japan

Search Engine Optimization Intern

Oct 2022 - Jan 2023

- Conceptualized processes for improving Search Engine Optimization on Instagram.
- Collaborated with over 40 Twitter influencers to promote our products to over 20 million users.
- Facilitated contact with over 51 companies and over 250 employees in the Ed-Tech, E-commerce, and Health Care industry on LinkedIn, for potential sales leads.

Sanmark Solutions

Tokyo, Japan

Digital Marketing Assistant Intern

Jan 2022 - Apr 2022

- Conducted outreach efforts on professional platforms like LinkedIn and Upwork, resulting in a 40 percent increase in leads generation.
- Played a pivotal role in the website redesign project using Figma, which led to a 25 percent boost in user engagement.
- Developed a robust brand identity and awareness through strategic design and alignment with company values.

Global Standard English Training

Tokyo, Japan

English Teacher

Jun 2021 - Jan 2024

- Enhanced English proficiency for business professionals from diverse cultural backgrounds through personalized coaching sessions.
- Maintained accurate records of attendance, grades, and student progress, providing transparent feedback and communication to students.

Projects

Thesis - <https://erikah-portfolio.site/erika-thesis-fall2024.pdf>

Portfolio Website - <https://erikah-portfolio.site/>

AdoptaBeastie - <https://adoptabeastieportfoliosite.online/>

Blog - <https://erikahitlitportfolio.wordpress.com/>

Certifications

IBM Tools for Data Science - <https://coursera.org/share/cf8d60ddf8b578ab41b42fad1f438dd7>

IBM What is Data Science? - <https://coursera.org/share/cf8d60ddf8b578ab41b42fad1f438dd7>

IBM Python for Data Science, AI and Development - <https://coursera.org/share/1ca10e776f2b7cbf9f0e174fb1238c13>

ZeroToMastery (Coding Bootcamp) - Complete Python Developer in 2022

Skills

Programming **Proficient:** Python, C/C++, JavaScript **Basic:** R, PHP.

Scikit-learn, NLTK, BeautifulSoup, BERTSUM, TextRank, Sumy, GloVe embeddings, Regular Expressions (Regex),

Technical Tools Git, GitHub, Jupyter Notebook, LaTeX, SQL, Arduino, API development, TCP/IP, Network Programming, Linux (Basic), Windows, HTML/CSS, WordPress.

Design and Productivity Microsoft Office Suite, Figma, Canva.

Languages

Native English - IELTS 8.0/9.0, TOEIC 975/990

Bilingual Filipino/Tagalog, Sinhala

Intermediate Japanese