

SHIREEN MALIKA

DATA ENTHUSIAST

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SUMMARY

Data Analyst with nearly three years of experience in e-commerce, specializing in live shopping and short-video commerce. Strong in hands-on data analysis and visualization, while also leading and mentoring Data Analyst interns to ensure high-quality outputs. Drove data-informed optimization initiatives that contributed to a 40% increase in GMV per hour from Jan–Sep 2025 vs 2024. RevoU Full-Stack Data Analytics graduate with strong analytical thinking, detail-oriented execution, and the ability to communicate actionable insights clearly to both technical and non-technical stakeholders.

EXPERIENCE

Lumière, Private Teacher | Freelance (Onsite) Nov 2025 – Present

- Taught Math, Science, and English to elementary and secondary students, with basic Excel instruction for professionals.

Live and Go, EMTEK Group

Data Analyst | Full Time (Hybrid) Jul 2023 – Oct 2025

- Analyzed Shopee and TikTok data to support business growth and campaign performance optimization.
- Delivered weekly, monthly, and annual performance reports for cross-functional teams, including finance, sales, marketing, creative, and operations.
- Built and managed end-to-end reporting processes, ensuring efficient, accurate, and scalable data workflows.
- Monitored key live commerce metrics (live duration, engagement, conversion rate) to identify performance improvement opportunities.
- Collaborated with major brands such as HP Indonesia, Lemonilo, Bukalapak, and Unilever to deliver actionable insights.
- Led and mentored data analyst interns, supporting reporting execution and data quality.

Live Streaming Expert | Apprenticeships (Hybrid) Apr – Jun 2023

- Analyzed TikTok Live and short-video performance to support creative and marketing optimization.
- Prepared weekly performance reports and improvement recommendations for content and sales initiatives.
- Maintained dashboards and monitored TikTok Shop trends during campaign periods.

RevoU, Data Analyst Associate | Freelance (Remote) Jun – Sep 2023

- Performed hands-on data analysis for fintech-related projects, translating data into actionable insights for stakeholders.

SKILLS

Technical Skills : Python, SQL, Tableau, Power BI, Looker Studio, Spreadsheets, Google Slides, Microsoft Office.

Soft Skills : Analytical thinking, Problem-solving, Communication, Collaboration, Detail-oriented, Adaptability.

Portfolio : <https://shireen-portofolio.vercel.app/>

EDUCATION

RevoU, Full Stack Data Analytics | Intensive Bootcamp Jan – May 2023

Developed end-to-end data analytics skills, from defining business questions to data cleaning, analysis, visualization, and insight communication.

State University of Malang Aug 2018 – Aug 2022

Bachelor of Chemistry, 3.45/4.00

ORGANIZATION AND VOLUNTEERING EXPERIENCE

Media Division & Mentor, Leadership Training, Tiga Mabadi Nov – Dec 2025

Event Division, Mass Treatment, Young Doctor Mabadi 17 – 18 Jan 2025

Event Division, Circumcision and Social Services, Young Doctor Mabadi Sep 2022 – Jan 2023

Customer Service, Indonesian International Invention Festival, AKIA Dec 2019 – Nov 2020

Media & Public Relation, Literacy Seminars, Gerakan Perpustakaan Anak Nusantara Feb – Apr 2019