

Edwin Tan

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EXPERIENCE

Shopee SG — *Features + Business Intelligence, Regional Marketing (Games)*

MAY 2022 - SEP 2022 | SINGAPORE

- Oversaw strategic campaigns planning, regional guidelines and project management for gamification feature launches across 10 markets (SEA, TW and LATAM)
- Played an active role in recommending solutions in game design and user interaction to Product Team by conducting adoption, retention, churn and P&L analysis.
- Designed performance reports, crafting of key metrics, budgeting/forecasting templates and best practices for regional and local counterparts to achieve quarterly OKRs.
- Involved in the assessments and investigations of data quality for external data tracking associated with marketing cost, discount rates, post campaign performances and user engagement projects using SQL.

Shopee MY — *Games Analyst*

AUG 2020 - MAY 2022 | KL, MALAYSIA

- Coordinated game initiatives and events that were segmented to boost player retention by 71% and surpassed revenue targets by 118% during key campaign launches.
- Identified opportunities for automation by building an app using UI Path to help automate repetitive ad hoc tasks within the operations teams which help reduce setup time by 40%.
- Generated weekly performance reports, dashboards and presentations regarding potential strategic solutions to senior management.
- Collaborated with banks, telcos and major brands to enhance brand awareness while improving shoppers engagement through gamification.

Accenture — *Technology Analyst*

SEP 2017 - SEP 2018 | KL, MALAYSIA

- Led the development of e-Bill which aims to digitise Telekom's (Malaysia's Largest Telecommunications Provider) legacy billing system into electronic bills which helped improve user adoption by 85%.
- Conducted business requirements analysis with external clients using stakeholder interviews to define scope.
- Exposed to platforms including Siebel CRM, Granite System, Oracle OSM and Salesforce.
- Practised an Agile/Scrum approach in organisational enhancement which included sprint planning, daily scrums and sprint reviews.

PROJECTS

Dota Analyst - An Alexa 'Skill' for eSports fanatics ([Link](#))

- Built an Alexa Skill using Python to provide useful information such as match predictions, team info, schedules and results.
- Analysed and trained over 17,865 worth of professional game matches to predict future game outcomes.
- Created the Dota Analyst Skill using a combination of Amazon's Web Services and deployed it on the Amazon Store as a Free to use Skill in Sept 2019.

EDUCATION

University of Sheffield, UK

SEP 2018 - JAN 2020

MSc Computer Science (SSIT)
Distinction, GPA 75.5

Northumbria University, UK

JAN 2015 - JUL 2016

BEng Electronic Design Engineering
Upper second (2:1)

TOOLS & SKILLS

Programming

Python | Java | JavaScript | HTML + CSS

Web Stack

Node.js | JQuery | React | Django

Analytics

Excel | Tableau | Jupyter Notebook | Metabase

Cloud & Databases

MySQL | AWS | OpenNebula | Heroku | MongoDB

Others

Git | Trello | Notion | Confluence | Unix commands | Visio | UI Path | Figma | Apps Script | Jira

INTERESTS

Gaming | Badminton | Tennis | Chess | Programming | Graphic Design | Sci-fi books | Travelling | Cooking | Coffee & Tea