Joffrey **Mayer**

ECONOMICS AND DATA SCIENCE GRADUATE

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"It's more important to master the cards you're holding than to complain about the ones your opponent was dealt."

Summary

I hold a **Master's Degree from the University of Zurich** with a **major in Economics** and a **minor in Data Science**. I am always driven by the desire to find new solutions to problems: because the family business was getting into times of difficulty in 2019, I took a semester off my studies to learn how to create websites, only with the help of HTML, CSS and JavaScript and augmented the digital user-traffic with the help of SEO-techniques from 600 visitors per months to 1'600. Currently, I'm back on track to follow my dream I discovered at my university - being a Data Scientist. During my Master's, I developed **enthusiasm for econometrics, behavioural economics and data science**. I firmly believe that they set the foundations to become a decent Data Scientist. Of course, there is still lots to uncover: new programming skills will be incoming with Python soon.

Work Experience

Audiophil-Dreams.com   *Uerikon, Switzerland*

WEB DEVELOPER   *Jul. 2018 - Jan. 2019*

- **Web-Design**: Programming the websites Audiophil-Dreams.com & Optimize-Audio.com from scratch with the help of only HTML, CSS and JavaScript (NOT with a content management system, like WordPress). Making the website adaptable such that it displays flawlessly on Smart-phones, Tablets and Computer-Screens through "responsive-design", on all possible browsers (Google Chrome, Safari, Opera, Internet Explorer etc.).
- **Establishing the digital marketing strategy**: Writing each of the pages' whole content, which was around 120 pages. To get as much people on the site as possible - that is, to generate "traffic" - I implemented Search Engine Optimization - also known as SEO - to rank as high as possible for multiple keywords in the Google Search Engine. The usage of a backlink-strategy, as well as the placement into code-snippets within Google was implemented. The goal was to improve the domain-authority, which reflects the credibility of a website.
- **Editing and loading-time of the site**: Shooting appropriate visuals for the website and using the open-source software GIMP for image editing is important, since good images will keep the audience longer on the website. However, one needs to minimize the loading of the website. Thus, the images had to be reduced in their size. Without this, the users will wait longer for the site to load, which ultimately results in bad user-experience and - ultimately - to a reduction of the page-ranking for a specific keyword.

Schreinerei Müllerweibel AG   *Baar, Switzerland*

TEMPORARY ASSISTANT   *Aug. 2016 - Sept. 2016*

- **Conception & construction of a "Musikhüsli"** which was being used as a booth at the Zürcher Oberland Messe (ZOM).

Audiophil-Dreams.com   *Uerikon, Switzerland*

STUDENT TRAINEE   *Jun. 2016 - Sept. 2016*

- **Customer Service**: Providing overall customer advice.
- **Pre-Production Product Analysis**: Responsible for assessing various hifi accessories on their effectiveness when used on high-end systems.
- **Marketing-Management**: After setting some overall corporate goals, some intermediate marketing objectives were fixed in order to adapt the overall firm strategy.
- **Website Management**: Update Website-Content and fix some bugs, if problems occured.

Audiophil-Dreams.com   *Uerikon, Switzerland*

WEB DEVELOPER   *Jun. 2015 - Sept. 2015*

- **Coding**: First attempt to create a website for Audiophil-Dreams.com & Optimize-Audio.com with HTML, CSS and JavaScript.

Projects

DATA ANALYSES

2020	**Master Thesis**, An Empirical Analysis of the Formation of Sport Preferences in Switzerland; with a Focus on Inter- and Intragenerational Factors, *Application of Discrete Choice Models & K-Nearest Neighbour Matching, Extensive Data Processing (= Data Cleaning), Focus was on Machine Learning & Behavioural Economics*	*R*
2019	**Seminar Paper**, France's Economy during the Interwar Period, *Application of Vector Autoregressive Models, Focus was on Applied Macroeconomics*	*Python, Matlab*
2019	**Seminar Paper**, The 12.7 Million Dollar Question: What is the Effectiveness of Crime Prevention in New York City?, *Application of Difference in Differences & Synthetic Control Methods, Focus was on Applied Microeconomics*	*R*
2019	**Seminar Paper**, Predicting Football Matches with a Neural Network, *Focus was on Machine Learning*	*Python, Jupyter*
2019	**Seminar Paper**, Returns to Education: Evidence from U.K. Twins, *Study-Replication*	*R*
2017	**Bachelor Thesis**, Professoren in der Westschweiz, *An Analysis of the University of Lausanne over a 114 Years Time Period (1800-1914), Extensive Data Mining & Data Processing, Focus was on Economic History & Statistics*	*Excel*

Education

University of Zurich
Zurich, Switzerland

MASTER OF ARTS IN ECONOMICS
January 2018 - October 2020

- My Master Thesis was within the area of behavioural economics and had the title: *'An Empirical Analysis of the Formation of Sports Preferences in Switzerland; with a Focus on Inter- and Intragenerational Factors'*. In this thesis, I tried to answer questions, such as - for example - why some people may develop a habit of doing sport over their life, while others do not. In order to achieve this, I used modern discrete choice methods and a detailed panel dataset for my analysis.

University of Zurich
Zurich, Switzerland

BACHELOR OF ARTS IN ECONOMICS
September 2013 - January 2018

- My Bachelor Thesis was within the area of economic history and my very first experience with writing an independent scientific paper. It had the title: *'Professoren in der Westschweiz'*. In this thesis, I focused on the development of the University of Lausanne within an interval of 114 years, from 1800-1914. By collecting my own data on ordinal professors - the core components on which the quality and reputation of educational institutions are based on - I tried to identify the determinants of a professor's migration decision to emigrate / immigrate into another country. This is important to know, since the ability of an university to attract good professors can facilitate the development of a educational institution. Furthermore, I tried to classify which of the identified determinants were more important, based on their effects on the professor's decision to emigrate / immigrate, as well as how this classification changed over time.

Kantonsschule Rämibühl (Highschool)
Zurich, Switzerland

MATURA
September 2007 - June 2013

- During my time at high-school, I set the focus on learning new languages, such as English (4 years) and Italian (3 years).

Skills

Languages	French (native language), German (second native language), English (written & oral 'very good'), Italian (written & oral 'good')
Programming	R, Stata, Matlab, Mathematica, HTML5, CSS, JavaScript, SEO, SQL, Python, LaTeX, GIMP, Photoshop, Microsoft Word, Excel, PowerPoint