SS

SYEFIRA SHOFA

SENIOR ANALYST| HTTPS://SSHOFA.GITHUB.IO |
HTTPS://WWW.LINKEDIN.COM/IN/SYEFIRA-SHOFA/

ABOUT

Technical Analyst with a Mathematics background experienced in the video game, consumer electronics and genealogy industries. Adept at developing ETL's, mathematical and statistical modeling, and performance reporting.

SKILLS

- Computing: SQL, R, Python
- Analytics Tools: Apache Airflow, Apache Spark, GitHub, GitLab, Databricks, AWS Redshift & S3, Tableau, Datorama, Microsoft Power BI
- Marketing Channels: Offline TV, Audio, Display & Video, Programmatic, Social, Search, In-Game Communication, Email, Push, SMS

EDUCATION

MASTER OF SCIENCE, ANALYTICS • GEORGIA INSTITUTE OF TECHNOLOGY

BACHELOR OF ARTS, MATHEMATICS • UNIVERSITY OF SAN DIEGO
Minors: International Business & Asian Studies

EXPERIENCE

SENIOR ANALYST • ACTIVISION BLIZZARD • 2020 - PRESENT
Live Ops & Marketing Analytics

- Provided data-driven insights and recommendations for the successful implementation of new features, leveraging historical data analysis
- Conducted a thorough analysis of in-game offerings to provide valuable recommendations for optimizing the in-game economy
- Suggested, devised, and executed A/B tests, employed statistical modeling to assess marketing/discounting impact on company KPIs
- Conducted ongoing research to optimize marketing strategies
- Explained methodologies used and interpretation of results in lament terms to stakeholders
- Analyzed performance of marketing efforts and worked cross-functionally with stakeholders to implement optimization recommendations
- Owned automated dashboard ETL and partnered with the data visualization team to visualize the data in a simplified manner that still allows for deeper understanding of campaign performance

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ASSOCIATE MARKETING SCIENCE MANAGER • OMD • 2019 – 2020

Account: Apple, Ancestry

- Designed, tested, deployed and optimized automated data process with data coming in from multiple data sources across all media channels on a global scale
- Developed RMarkdown templates for automated reporting
- Utilized modeling methodologies to identify opportunities and test effectiveness of new marketing tactics
- Utilized Nielson Clear Decisions in order to identify target audience persona and locations; Neustar MMM for predictive insights in changes in marketing strategies
- Produced client performance reports/presentations, utilizing learnings for future planning

ANALYST • MEDIACOM • 2018 – 2019

Account: PlayStation

- Revitalized databases, enhanced data processing efficiency, and standardized naming conventions across diverse marketing platforms
- Developed and automated business intelligence dashboard for data visualization and insight generation
- Cleaned data both manually and programmatically, utilizing R to isolate regex patterns for a more automated process
- Connected excel to SQL database, allowing internal teams to obtain data in real time and analyze with customized data for reporting
- Created SQL queries for data quality assurance, enabling automated detection of discrepancies
- Worked with managers to help analyze impact (statistical significance) and best optimal route based on key metrics across multiple media channels

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