



SS

SYEFIRA SHOFA

SENIOR ANALYST | [HTTPS://SSHOFA.GITHUB.IO](https://sshofa.github.io)

EDUCATION

**MASTER OF SCIENCE,
ANALYTICS • GEORGIA
INSTITUTE OF TECHNOLOGY**

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

CAREER HIGHLIGHTS

- **Optimized Strategies with A/B Testing and Causal Inference:** Led A/B tests and applied causal inference to evaluate business strategies, uncover insights into player behavior, and optimize engagement, monetization, and marketing campaigns, driving company growth.
- **Streamlined Global Data Integration:** Designed automated data workflows to integrate and process data from global media channels, enhancing efficiency and consistency across platforms.

SKILLS

- Quantitative Techniques: Statistical Analysis and Hypothesis Testing, Regression Analysis, Sampling Techniques. Causal Inferencing, Machine Learning
- Computing: SQL, R, Python
- Analytics Tools: Apache Airflow, Apache Spark, GitHub, GitLab, Databricks, AWS Redshift & S3, Tableau, Datorama, Microsoft Power BI

EXPERIENCE

SENIOR ANALYST • ACTIVISION BLIZZARD • 2020 - PRESENT

Promoted from Marketing Analyst to Senior Live Ops Analyst

- Designed and executed A/B tests to evaluate the impact of business strategies on company KPIs, leveraging statistical modeling.
- Applied causal inference techniques to uncover deeper insights into complex variable relationships, driving data-informed strategic decisions.
- Conducted in-depth analyses to optimize in-game engagement, monetization strategies, and marketing campaigns by leveraging historical data and performance metrics.



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- Marketing Channels: Offline TV, Audio, Display & Video, Programmatic, Social, Search, In-Game Communication, Email, Push, SMS
- Marketing Tools: Nielsen Clear Decisions, Neustar MMM, Adobe

- 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 KPI performance
- Collaborated with stakeholders to implement actionable recommendations, explaining methodologies and insights in clear, non-technical terms to ensure successful feature launches and improved offerings.

ASSOCIATE MARKETING SCIENCE MANAGER • OMD • 2019 – 2020

Promoted from Senior Analyst to Associate Marketing Science Manager

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
- Utilized modeling methodologies to identify opportunities and test effectiveness of new marketing tactics
- Produced client performance reports/presentations, utilizing learnings for future planning

ANALYST • MEDIACOM • 2018 – 2019

Promoted from Search Associate to Analyst

Account: PlayStation

- Revitalized the database, enhanced data processing efficiency, and standardized naming conventions across diverse marketing platforms
- Developed and automated business intelligence dashboards for real-time data visualization and insight generation by connecting Excel to an SQL database, enabling internal teams to access and analyze customized data for reporting.



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- Collaborated with managers to analyze key metrics across media channels, supporting data-driven marketing decisions.



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