Syefira Shofa

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SKILLS

- Programming Languages: R, Python
- Declarative Languages: SQL (Microsoft SQL Server Management Studio & Amazon Redshift), HTML, CSS
- Data Visualization: Tableau, Microsoft Power BI
- Microsoft Office: Word, Excel, PowerPoint, Outlook

EDUCATION

University of San Diego

Bachelor of Arts, Applied Mathematics, May 2016

Minors: International Business & Asian Studies

Courses: Real Analysis, Numerical Analysis, Probability, Statistics, Linear Algebra, Ordinary Differential Equations, Partial Differential Equations, Computer Programming I

PROFESSIONAL EXPERIENCE

OMD, LOS ANGELES, CA

The world's largest media agency network and Adweek's global media agency of the year 2019

Senior Analyst, Marketing Sciences, February 2019 – Present

Account: Ancestry

Main Marketing Channels: Audio, TV, Streaming Video

- Developed flighting strategy by utilizing correlations, regression models optimizing towards multiple KPIs and a seasonality index
- Utilized Nielson Clear Decisions in order to identify target audience persona and locations, Redshift database in order to extract data for analyzation, Tableau dashboards to compare different data views, Neustar MMM for predictive insights in changes in marketing strategies
- Produced performance reports/presentations analyzing campaigns and market test effectiveness, utilizing learnings for future planning

MEDIACOM, PLAYA VISTA, CA

The content + connections media agency and a member of GroupM, WPP's global media operations arm

Analyst, Business Science & Analytics, May 2018 – February 2019

Account: PlayStation

Main Marketing Channels: Social, Search (SEM & Retail Search), Programmatic, Display & Video

- Was part of a team that rebuilt the PlayStation database (Microsoft SSMS), optimized the data process and improved naming conventions
- Automated and developed business intelligence dashboards (Tableau) 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
- Developed data quality assurance SQL queries

Associate, Paid Search, January 2018 – April 2018

Account: PlayStation

- Developed keyword list strategically in order to attract most qualified audience in Google and Bing
- Wrote initial draft of creative text ads based on briefing materials, creating multiple versions for A/B testing
- Reallocated budget based on account pacing and account performance aiming to optimize KPI

YONINJA.COM, VIRTUAL

A travel and user review startup aimed at creating a community that helps its members navigate through foreign lands

Business Analyst Intern, October 2013 – March 2014

- Researched and analyzed website traffic regularly via Google Analytics
- Prepared spreadsheets on Microsoft Excel to visualize website performance