SYEFIRA SHOFA

ASSOCIATE MANAGER, MARKETING SCIENCE | SSHOFA.GITHUB.IO

EDUCATION

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

SKILLS

Programming Languages: R, Python

Declarative Languages: SQL (Microsoft SQL Server Management Studio & Amazon S3/Redshift), HTML, CSS

Version Control: GitLab, GitHub

Data Visualization: Tableau, Datorama, Microsoft Power BI

Microsoft Office: Word, Excel, PowerPoint, Outlook

EXPERIENCE

OMD
ASSOCIATE MANAGER, MARKETING SCIENCE • FEBRUARY 2020 – PRESENT
SENIOR ANALYST, MARKETING SCIENCE • FEBRUARY 2019 – JANUARY 2020

Account: Apple (Global) • July 2019 – Present
- Participated in the design, testing, deployment and optimization of automated data process
- Developed prototype RMarkdown templates for automated reporting, prototype RPart model for smart benchmarks

Account: Ancestry • February 2019 – July 2019
- Developed flighting strategy by utilizing correlations, regression models optimizing towards multiple KPIs and a seasonality index
- Developed match market test statistical methodology (mean of differences) in order to account for seasonality, DMA independence, etc
- 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

MEDIACOM
ANALYST, BUSINESS SCIENCE & ANALYTICS • MAY 2018 – FEBRUARY 2019

Account: PlayStation
- Rebuilt the PlayStation database, optimized the data process and improved naming conventions
- Developed and automated business intelligence dashboards 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

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

SSHOFA@SANDIEGO.EDU   **SSHOFA.GITHUB.IO**   **(818) 736-1863**   **HTTPS://WWW.LINKEDIN.COM/IN/SYEFIRA-SHOFA/**