

SYEFIRA SHOFA

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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.

EXPERIENCE

2020 – PRESENT

SENIOR ANALYST, ACTIVISION

Live Ops & Marketing Analytics

- Proposed, designed and implemented A/B tests as well as conducted statistical analysis to investigate impact on company KPI's
- Analyzed player experience, in-game engagement, revenue and marketing efforts
- Worked cross-functionally with stakeholders to implement optimization recommendations
- Explained methodologies used and interpretation of results in layman terms to stakeholders
- 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

2019 – 2020

ASSOCIATE MARKETING SCIENCE MANAGER, OMD

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 match market test statistical methodology to test effectiveness of new marketing tactic, Recursive Partitioning model to identify best audience grouping for benchmarks, RMarkdown reporting templates for automated reporting, flighting strategy to optimize media allocation throughout the new fiscal year

2018 – 2019

ANALYST, MEDIACOM

Account: PlayStation

- Rebuilt the database, optimized the data process and improved naming conventions
- Developed and automated business intelligence dashboards for data visualization and insight generation
- Connected excel to SQL database, allowing internal teams to obtain data in real time and analyze with customized data for reporting

EDUCATION

MASTERS, ANALYTICS, GEORGIA INSTITUTE OF TECHNOLOGY

Anticipated Completion: May 2024

MICROMASTERS, ANALYTICS, GEORGIA INSTITUTE OF TECHNOLOGY

BACHELOR OF ARTS, MATHEMATICS, UNIVERSITY OF SAN DIEGO

Minors: International Business & Asian Studies

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