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

- 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

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 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

2018 – 2019

ANALYST, MEDIACOM

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

EDUCATION

MASTER OF SCIENCE, ANALYTICS, GEORGIA INSTITUTE OF TECHNOLOGY

Anticipated Completion: August 2024

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