## 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) • February 2019 – Present
- Optimized automated data process by redesigning/refactoring existing R scripts
- Developed QA functions based on past debugging issues
- Utilized GitLab for version control, allowing for code testing before sending changes to production

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, Redshift database in order to extract data for analyzation, 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
***ANALYST, BUSINESS SCIENCE & ANALYTICS • MAY 2018 – FEBRUARY 2019***

Account: PlayStation
- Rebuilt the PlayStation database (Microsoft SSMS), optimized the data process and improved naming conventions
- Developed and automated 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

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

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