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| ss Contact 3195 Wilshire Blvd 266  Los Angeles, CA 90010  Firashofa3@gmail.com  818-736-1863 | |  | | --- | | Syefira ShofaSenior Analyst | https://sshofa.github.io/ |  Hiring Managersenior analyst • Activision Dear Hiring Manager,  I am writing to express my interest in potential opportunities within your organization. Currently serving as a Senior Analyst at Activision, my career has been marked by extensive experience in diverse industries, including video games, consumer electronics, and genealogy.  Throughout my professional journey, I have cultivated expertise in several key areas:   * Creating automated ETLs & Data Visualization * Insights generation & business application * Mathematical/statistical modeling   In past roles, I specialized in exploring the intricate realms of marketing and monetization. This involved comprehensive research across the entire marketing funnel - from social marketing to email campaigns. In the realm of monetization, my focus encompassed various aspects, such as pricing strategy and product cannibalization. My approach involves leveraging experimentation as a valuable tool, leading ongoing research endeavors aimed at optimizing business tactics. Additionally, I have developed proficiency in causal inferences, allowing me to assess the impact of changes even in the absence of A/B testing.  Educationally, I hold a Bachelor's in Math and a Masters in Analytics. This academic background has refined my logical reasoning and machine learning skills. Logical reasoning aids in comprehending the necessary steps to effectively communicate outcomes and determine subsequent actions for businesses. Meanwhile, my education in machine learning has deepened my understanding of mathematical and statistical concepts, enabling their effective application in an industrial context.  I am enthusiastic about the prospect of contributing my diverse skill set to a forward-thinking organization. My ability to blend analytical expertise with a strategic mindset aligns well with the goals of dynamic teams seeking innovative solutions. I look forward to exploring how my experiences and qualifications can add value to your organization.  Sincerely,  Syefira Shofa (Fira) |