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| Syefira Shofa  Sshofa3@gatech.edu · https://www.linkedin.com/in/syefira-shofa/ · https://sshofa.github.io |
| 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

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| 2020 – Presentsenior analyst, activisionLive Ops & Marketing AnalyticsProposed, designed and implemented A/B tests as well as conducted statistical analysis to investigate impact on company KPI’sAnalyzed player experience, in-game engagement, revenue and marketing effortsWorked cross-functionally with stakeholders to implement optimization recommendationsExplained methodologies used and interpretation of results in lament terms to stakeholdersOwned 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 performance2019 – 2020associate marketing science manager, OMDAccount: Apple, AncestryDesigned, tested, deployed and optimized automated data process with data coming in from multiple data sources across all media channels on a global scaleDeveloped 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 – 2019analyst, 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

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| Masters, analytics, georgia institute of technology Anticipated Completion: May 2024 |
| micromasters, analytics, georgia institute of technologybachelor of arts, mathematics, university of san diego Minors: International Business & Asian Studies |

# Skills

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| * 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 |