|  |  |  |
| --- | --- | --- |
| SS EducationMaster of science, analytics • georgia institute of technologybachelor of arts, mathematics • university of san diego Minors: International Business & Asian Studies Skills  * Quantitative Techniques: Statistical Analysis and Hypothesis Testing, Regression Analysis, Sampling Techniques. Causal Inferencing, Machine Learning * 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 * Marketing Tools: Nielsen Clear Decisions, Neustar MMM, Adobe | |  | | --- | | Syefira ShofaSenior analyst| https://sshofa.github.io |  Career highlights  * **Optimized Strategies with A/B Testing and Causal Inference**: Led A/B tests and applied causal inference to evaluate business strategies, uncover insights into player behavior, and optimize engagement, monetization, and marketing campaigns, driving company growth. * **Streamlined Global Data Integration**: Designed automated data workflows to integrate and process data from global media channels, enhancing efficiency and consistency across platforms.  Experiencesenior analyst • ACTIVISION BLIZZARD • 2020 - PRESENT Live Ops & Marketing Analytics   * Designed and executed A/B tests to evaluate the impact of business strategies on company KPIs, leveraging statistical modeling. * Applied causal inference techniques to uncover deeper insights into complex variable relationships, driving data-informed strategic decisions. * Conducted in-depth analyses to optimize in-game engagement, monetization strategies, and marketing campaigns by leveraging historical data and performance metrics. * 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 KPI performance * Collaborated with stakeholders to implement actionable recommendations, explaining methodologies and insights in clear, non-technical terms to ensure successful feature launches and improved offerings.  associate marketing science manager • OMD • 2019 – 2020 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 * Utilized modeling methodologies to identify opportunities and test effectiveness of new marketing tactics * Produced client performance reports/presentations, utilizing learnings for future planning  ANALYST • MEDIAcom • 2018 – 2019 Account: PlayStation   * Revitalized the database, enhanced data processing efficiency, and standardized naming conventions across diverse marketing platforms * Developed and automated business intelligence dashboards for real-time data visualization and insight generation by connecting Excel to an SQL database, enabling internal teams to access and analyze customized data for reporting. * Collaborated with managers to analyze key metrics across media channels, supporting data-driven marketing decisions. |