|  |  |  |
| --- | --- | --- |
| SS ABOUT 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. 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 | |  | | --- | | Syefira ShofaSenior analyst | https://sshofa.github.io | https://www.linkedin.com/in/syefira-shofa/ |  EducationMaster of science, analytics • georgia institute of technologybachelor of arts, mathematics • university of san diego Minors: International Business & Asian Studies Experiencesenior analyst • ACTIVISION BLIZZARD • 2020 - PRESENT 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  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 * 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  ANALYST • MEDIAcom • 2018 – 2019 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 |