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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 AnalyticsProvided data-driven insights and recommendations for the successful implementation of new features, leveraging historical data analysisConducted a thorough analysis of in-game offerings to provide valuable recommendations for optimizing the in-game economySuggested, devised, and executed A/B tests, while also performing statistical analysis to determine the most effective approach for discountingConceived and executed A/B tests, employed statistical modeling to assess marketing's impact on company KPIs, and conducted ongoing research to optimize marketing strategiesExplained methodologies used and interpretation of results in lament terms to stakeholdersAnalyzed performance of marketing efforts and worked cross-functionally with stakeholders to implement optimization recommendationsOwned 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 RMarkdown templates for automated reportingDeveloped Recursive Partitioning model to identify best audience grouping for benchmarks, flighting strategy by utilizing correlations, regression models optimizing towards multiple KPIs and a seasonality index to optimize media allocation throughout the new fiscal year, match market test statistical methodology (mean of differences) in order to account for seasonality, DMA independence, etc to test effectiveness of new marketing tacticUtilized Nielson Clear Decisions in order to identify target audience persona and locations; Neustar MMM for predictive insights in changes in marketing strategiesProduced client performance reports/presentations, utilizing learnings for future planning |
| 2018 – 2019analyst, mediacom 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 |

# Education

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| Master of scienct, analytics, georgia institute of technology Anticipated Completion: May 2024 |
| bachelor 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 |