SHEI GOLDBERG

WEB DEVELOPER | DATA ANALYST

WWW.SHEIGOLDBERG.COM
SHEI@SHEIGOLDBERG.COM
+27 82 998 7122
JHB, SOUTH AFRICA – SEEKING TO MOVE TO CANADA IN THE NEXT 12 MONTHS

OBJECTIVE

My Canadian born wife and I have decided to move to Canada over the next 12 months.

I see this as an opportunity to pivot my career towards web development and am seeking a role in which I will be able to spend the majority of my time as part of a technical web dev team. I am hoping to find something in which my previous experience as a data analyst will be beneficial to the team.

The last 8 years of my career have been focused on deriving value from data in the financial services industry in South Africa. This includes working for Deloitte and Nedbank (one of the 5 major banks in South Africa) in various technical and management roles.

I have had an interest in web development for many years and built some production systems in PHP during my time as an engineer at Vodacom. In the last year I have been on a self-learning journey to catch up with modern web dev practices and frameworks. I have focused on learning React and Next JS and have a developed a small portfolio of sites.

EXPERIENCE

Nov 2023 - Present: Freelance Web Developer

Next JS Web Developer

I have been building websites since 2016 but mostly using vanilla html and CSS. In November 2023 I decided to dive into Javascript and ended up working through my own personally curated bootcamp. I have started building a number of sites and am progressing in my capability. The portfolio is available on my personal site at www.sheigoldberg.com/projects

Nov 2017- Present: Nedbank, Retail Banking

Senior Quantitative Analyst focused on Direct Marketing

I have had various roles within Nedbank but all of them have been focused on Direct Marketing within retail banking with a focus on driving revenue for the business.

The last 3 years have been as the senior technical resource in building and running a system to drive retail banking cross sell to a base of 4m customers.

I have extensive experience in using and manipulating data to drive a positive ROMI. I believe that my technical competence combined with my ability to communicate and understand business objectives has made me a very effective resource at bridging the gap that often exists between technical and business teams and I particularly enjoy roles in which I can translate what is needed to what is possible and vice versa.

Nov 2014 – Oct 2017: Deloitte, Risk Advisory Data Analytics

Data Analytics Manager

Lead small teams of analysts to investigate and provide recommendations to large financial service sector clients. I did not enjoy consulting as I felt that most of the effort went into creating meaningless slides and trying to justify why this client had paid the fees they had rather than solving problems and creating value.

EDUCATION

Jan 2014 – Dec 2015: MBA from The Gordon Institute of Business Science

Jan 2009 – Dec 2012: Masters in Computer Science from The University of Stellenbosch

Jan 2000 – Dec 2003: Bachelors of Science in Electrical Engineering from The University of Cape Town

SKILLS & ABILITIES

Web Development

I am currently building sites in Typescript NextJS with either a MongoDb or PostgresSql backend. I finally decided to take the plunge and dive into vanilla javascript and modern frameworks in Nov 2023. Before that I had been building vanilla html and CSS sites since 2008 and worked with PHP and Perl extensively as a network engineer.

Data analytics

In the last year I do 90% of my work in Microsoft SQL Management Studio, Excel and Powerpoint. I have previously worked extensively with Python as a scripting language to manipulate data – never really done anything meaningful from a modelling point of view because I was more interested in using the outputs of the models to make interesting digital decisions that lead to value creation for the business and our customers. I have also used PowerBI extensively over the last 7 years but the preference of my recent line management has been more manual reporting.

Management and Soft Skills

I managed a team of 9 people for 18 months but prefer to manage smaller teams of technical people. I like to be involved in the details of what my team is working on and enjoy collaborating with people I respect to solve problems. I am a competent presenter and can effectively communicate with junior staff and senior executives.

DETAILED EXPERIENCE

Nedbank Consumer Banking: Senior Quantitative Analyst

April 2022 → Present

I took a pivotal decision in my career to step down from the executive role I was promoted to through a company restructure process. I went from managing a broad multi-skilled team to a narrow deep focus on the technical capabilities and analytics at the heart of running data driven campaigns.

I believe the secret sauce to deriving value from data lies in deep analytical and technical skills and I have chosen to focus my career path on developing those skills in myself and bringing them as an asset to whichever team I am part of. I have also found that I tend to enjoy a single meaty problem to focus on rather than attending many meetings and keeping plates spinning.

I am very happy with the decision to focus on a specialist technical career and now spend my days deeply analysing campaign performance and building algorithms and processes to drive value for our customers and the bank.

Nedbank Consumer Banking: Functional Lead Cross Sell and Retention

April 2021 → April 2022

Through a company restructure process, I was selected to head up the cross sell and retention direct marketing teams across all of Nedbank Retail banking. It was a significant promotion and left me responsible for the management of a cross functional team of 9 campaign managers across 2 agile marketing squads to deliver end to end multi segment campaigns addressing the complete retail banking product offering (current and savings accounts, investments, credit cards, overdraft, personal loan, home loan, digital activation) for Consumer banking and the retention campaigns for Nedbank transactional banking customers.

Nedbank Unsecured Lending: Manager of Direct Marketing Team

Feb 2021 → April 2021

Manager of the Direct Marketing team for Unsecured Lending. Management of a cross functional team of 2 quantitative analysts, 3 creative marketers and 2 data engineers to manage a direct marketing budget of R40m driving 30m solicitations and a net lift of approx. 10k Nedbank personal loan accounts per year

Nedbank Unsecured Lending: Senior Quantitative Analyst in Product and Customer Analytics Team. Direct Marketing Specialist

November 2017 → Feb 2021

As a member of the Direct Marketing team of Nedbank's Unsecured Lending business.
This involves managing the output of various selection models to find the most profitable prospects to solicit. Involves regular test and learn and the optimization of customer value propositions, channels, populations and marketing creatives.

Deloitte: Data Scientist and Manager in the Risk Advisory Data Analytics Department

October 2014 → October 2018

As an engagement manager I lead analytics projects across multiple industries but primarily in financial services and telecommunication. This involves understanding the business problem, formulating a data oriented solution and leading a team of consultants to deliver value to our clients.

I have a range of experience in machine learning and advanced analytics and have worked on the following projects:

- Market segmentation using unsupervised learning on data from a customer satisfaction survey in retail banking
- Development of an executive dashboard for a global telecommunications firm
- Simulation model to understand the customer impact of a product migration in the retail banking space
- Data mapping exercise to diagnose and resolve one legged transactions in a retail suspense account

I perform the majority of my work in SAS and SQL but also have experience working in Python and PowerBI.

Vodacom: Service Assurance Specialist

May 2014 → September 2014

Specialised role within the Vodacom IP network team to focus on service assurance and network quality. Responsibilities include the aggregation and presentation of various sources of data to gain visibility into network faults and qualitative network issues. I mostly use php and javascript with a mysql database to manage and present the various views into the network through a web interface.

Vodacom: IP Specialist

February 2011 → April 2014

Operational support of CISCO IP core network involves trouble ticket management, site maintenance, software upgrades Support of PeerApp caching infrastructure Development of tools for proactive network management using Perl, PHP and MySql Assistance with Firewalling and user management Mining Deep packet inspection engine data

Vodacom: VAS and DATA Support Specialist

September 2008 → February 2011

Configuration and support of corporate APN's Preventative and Operational Maintenance of SGSN, GGSN, ACG, CUR Assist with network faults and improvement of network performance through interdepartmental troubleshooting Implementation of new software releases and configurations on network Assistance with new technology projects such as Starent GGSN/SGSN rollout

Alcatel South Africa: GSM BSS Support Engineer

January 2004 → August 2008

Member of the Regional Technical Assistance Center. Assisted with the Alcatel WiMAX trial and subsequent commercial rollout in Cape Town. Software commissioning of Sun Solaris OMC server, installation and maintenance of Alcatel BS units, field testing of WiMAX CPE's. Performed missions as an Alcatel BSS expert to Malawi (Software migration of Radio network), DRC (stand in support), Kenya (GPRS rollout project) and Mozambique (GPRS rollout and software migration)

DETAILED EDUCATION

Masters of Business Administration (MBA)

Gordon Institute of Business Science: University of Pretoria: 2014 - 2015

Dean's Merit List 2014

Best student awards:
- Analytical Tools and Techniques
- Strategic Finance and Value Creation

Masters in Computer Science

University of Stellenbosch: 2009 – 2012

Part time research based Masters handed in for review August 2012. The topic of the thesis was "Investigating Credit Based Mechanisms for Enhancing Performance in Wireless Ad Hoc Networks"

Bachelors of Science in Electrical Engineering

University of Cape Town: 2001 - 2003

- 2003: Average: 73%
- 2002: Average: 81%
- Deans Merit List for Academic Excellence
- 2001: Average: 83%
- Deans Merit List for Academic Excellence
- University of Witwatersrand: 2000
- 2000: Average: 73%

Bachelors of Science in Electrical Engineering

University of the Witwatersrand: 2000

Completed 1st year at WITS and then transferred to UCT because my dad moved from a Professorship post at WITS to UCT during that year.

St John's College, Johannesburg: 1995 – 1999

- Senior Certificate – 4 Distinction