



# Shei Goldberg

## ABOUT ME

Harnessing data intelligently as a source of competitive advantage is universally accepted, but the actual implementation and execution of this is often more challenging. I'm passionate about bridging that gap, turning data and digital technologies into tangible real world value

## SKILLS

- ● ● ● ● SQL, POWERBI, VISUAL REPORTING, DATA ANALYSIS
- ● ● ● ● DIRECT MARKETING, A/B TESTING, DATA DRIVEN STRATEGY
- ● ● PYTHON, HTML, CSS, JAVASCRIPT, PHP, WEB DEVELOPMENT
- ● ● TEAM MANAGEMENT, AGILE WAYS OF WORK

## CONTACTS

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## EDUCATION

### BSC ELECTRICAL ENGINEERING 2003

University of Cape Town

### MASTERS IN COMPUTER SCIENCE 2012

University of Stellenbosch

### MASTERS IN BUSINESS ADMINISTRATION (MBA) 2015

Gordon Institute of Business Science

## DATA ANALYST DATA DRIVEN MARKETER

## EXPERIENCE

### HEAD OF CROSS SELL 2021

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

### DIRECT MARKETING QUANT 2017

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.

### DATA SCIENCE CONSULTANT 2015

Use of advanced analytics and machine learning to solve business problems. Lead/manage multiple analytical projects across a variety of industries using multiple software languages and tools to create solutions (R,Python,PHP,SQL,PowerBI,SAS)

### TELECOMMUNICATIONS ENGINEER 2004

Specialized role within the Vodacom IP Core Network team to focus on a develop tools to improve QoS. Various roles within the Vodacom GSM network ranging from radio network support to Core 3G/GPRS support