

Personal Letter

My name is Julia Hoff, soon to be 32 years. I live at Södermalm in the central part of Stockholm, where I also was born and raised. As a person I'm curious, fearless and like to explore new things. I'm patient yet a little bit restless and like to make things happen. I like doing research and I love to meet new people.

Currently I'm a Digital Data Strategist student at Hyper Island in Stockholm. At Hyper Island we focus a lot on working in an agile way, how to create effective teams and self development. We get real briefs for real clients. At my site juliahoff.github.io/internship/ you can read more about some of the briefs I have been given since starting at Hyper Island. During my year at Hyper Island I have learned how to analyse and draw conclusions from data and how to put them into practical use in social media campaigns, improving websites, driving traffic with the help of retargeting, SEO and SEM. I have learned how to code in HTML and CSS. I'm also learning Javascript outside of school, by myself. I like coding because I get to put both my creative side and problem solving skills into practice and I love the reward when things turn out the way I intend them to, especially after some time of trial and error.

I quit my job after 2.5 years as a Management Coordinator at DDB Stockholm to attend Hyper Island to get some more hard skills and explore new areas of expertise. My job at DDB taught me many things, from how an agency is built up and works, to keep calm in stressful situations, make fast decisions and practice my social skills. I was the PA for the Nordic CEO as well as the CEO and COO for the Stockholm office. Part of my job was to get familiar with everyone that works at DDB Stockholm as well as key people around the world and our clients. I was also the one organising summer parties, kickoffs and christmas parties for over 200 people. That helped developed my project management skills. My work at DDB helped me become more organised, because keeping track of three peoples calendars and whereabouts (excluding me) was a lot to handle sometimes and the way to minimise the risk of making a mistake was by having a great system and try to stay informed about everything that was going on.

Before DDB I studied photography for commercial and editorial use. I started my own company and worked as a freelance photographer and a full time photographer assistant for altogether around three years before deciding to try something else. I worked with the best photographers in Sweden, in the fields of architecture, still life and food. My years working with photography have given me an eye for details, a sense for design and good photoshop skills.

What I would like to do during my internship is to keep exploring the world of tech and innovations, continue developing my code skills, get better at design and learn more about UX/UI. But mostly I want to put my analyst skills into practice and get great at making digital strategies, based on data and research. Essentially I want to learn as much as possible about as much as possible during my internship.

When I'm not analysing data or crunching code, I'm traveling as often as I have a chance. I've visited all continents except Antarctica, but it's definitely on my list. And one of the things I love to do is snowboarding, so I've spent a lot of time searching for the best powder runs. So far Japan is number one on my list closely followed by Canada and Norway.

I'm fluent in Swedish and English.

Hope to hear from you!

Julia Hoff

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