

Lida Sokha

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Experience:

Marketing Intern: SoftServe (June 2023 - September 2023)

- Assisted with digital marketing campaigns focusing on social media and content analytics.
- Created 15+ social posts that increased engagement by 25%.
- Helped prepare performance reports and worked with the creative team on visual identity.

Project Assistant: UCU Career Center (February 2022 - May 2023)

- Coordinated internal communication between student bodies and employer partners.
- Contributed to organizing the university job fair with over 40 companies.
- Provided administrative support and event logistics management.

Education:

Ukrainian Catholic University: Lviv, Ukraine

Bachelor's Degree in Business Analytics (2021 - 2025)

- Coursework: Data Visualization, Machine Learning, Project Management, Marketing Analytics.
- GPA: 3.8 / 4.0

Courses and Languages:

Google Data Analytics Professional Certificate - Coursera (2023)

- Hands-on training in SQL, Tableau, and data cleaning techniques.

Soft Skills Training - EPAM University (2022)

- Focused on teamwork, personal productivity, and structured problem-solving.

LinkedIn Learning - Data Visualization with Python and Pandas (2023)

Skills:

Python, SQL, Excel, Tableau, Data Analysis, Communication, Project Coordination, Public Speaking, Critical Thinking, Teamwork