Sofia Khodja

Enthusiast, ingenious and creative digital marketer. I like to merge the two worlds of creative and analytical thinking to get actionable insights.



khodja.sofia@gmail.com

+213559822962

Algiers, Algeria

Algiers

Algiers

sofiakhodja

sofia-kh

Work experience

10/2017 - present

Digital Analyst

Djezzy

Conducting analyses for online projects and examine trends to provide valuable insights, identify and implement improvements in digital channels.

Keywords: Google Analytics, Facebook Ads, Google Trends, Google Adwords, Mention, Salesforce Social Studio.

01/2017 - 06/2017 Algiers

Qualitative studies responsible

Immar Reasearch & Consultancy

Conducting qualitative researchs and studiying customers behaviour through focus groups discussions or interviews to provide data, enhance and finetune products or services. Keywords: Sampling, Focus groups discussions, InHomeVisits, Conversation Analysis, Community Studies.

08/2015 - 10/2017

Amsterdam (Remote)

Algiers

Operator & Copywriter Crowd Mobile, Q/A Division

Respond to incoming messages in a fun and creative way and design mobile advertising messages.

Intern, Yield Management & Pricing Air Algérie

Follow-up of the princing and yield management policies of airline compagny Air Algérie. Keywords: Amadeus Air Reservation

07/2015 - 09/2015 Algiers

Intern

Tassili Airlines

Introduction internship to professionnal life.

Education

01/2017 - 05/2017

Formation Innover Entreprendre FIE INSA, Lyon

Market Studies in practise | Digital Adversting | Mobile Marketing | Communication Strategies | Startups' Legal Environment | Financial Steering | Business Plan | Business Model Canvas in practise.

09/2014 - 06/2017

Masters - Marketing

HEC Alger, Algiers

Customer Relationship Management | Digital Marketing | Project Management | Business Intelligence | Data Analysis | Innovation | Brand Management | Audit Marketing.

06/2014

Admission to the National entrance examination to Business Schools **EP-SECG Draria, Algiers**

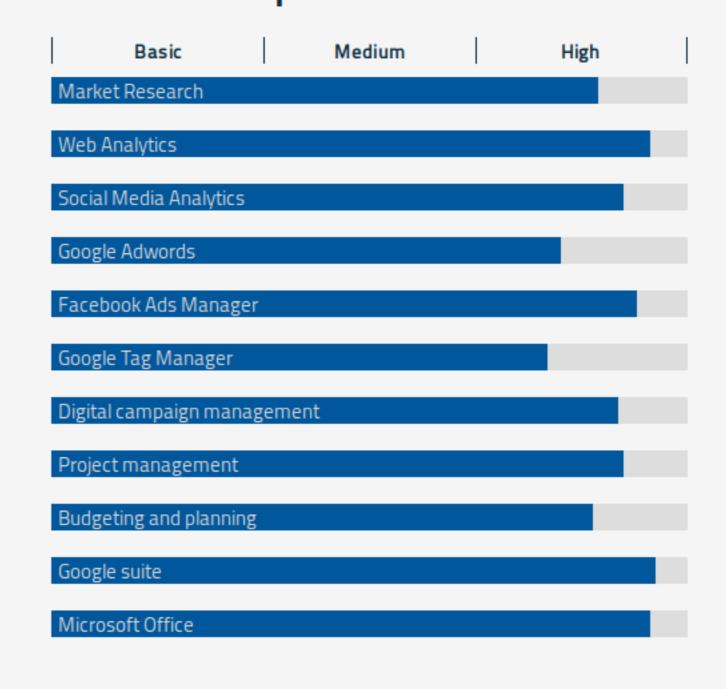
09/2012 - 06/2014

Preparatory School in Economic Sciences & Management

EP-SECG Draria, Algiers

Mathematics | Algorithmics | Micro Economy | Macro Economy | Accounting | Economic Geography | Foreign Languages.

Skills & competences



Extracurricular

10/2018 Amsterdam VEON Global Digithon'18 Hackathon **VEON Group** 09/2018 Algiers 1st place winner Djezzy's Hackathon Djezzy 05/2016 - 06/2016 Algiers NET-MED Youth, Student Civil Society Representative **UNESCO** 11/2017 - 05/2017 Algiers Co-Founder INCUBA - Student Company INSA Lyon

Soleil HEC 12/2015

WikiStage HEC Alger, Organizer

2nd Runner Up - The Quest Country Talent Championship Unilever

Languages

02/2015, 2016

French(native) English (advanced) Allemand(beginner)

Interests

History | Volunteer Work | Community Involvement | Club Memberships | Greek Mythology | Watching The Office.