

# Sofia Khodja

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



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Algiers, Algeria

sofiakhodja

sofia-kh

## Work experience

10/2017 - present

Algiers

### 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 studying 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 - present

Amsterdam (Remote)

### Operator & Copywriter Crowd Mobile, Q/A Division

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

08/2016 - 10/2016

Algiers

### Intern, Yield Management & Pricing Air Algérie

Follow-up of the pricing and yield management policies of airline compagny *Air Algérie*.

Keywords: **Amadeus Air Reservation**

07/2015 - 09/2015

Algiers

### Intern Tassili Airlines

Introduction internship to professional 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

	Basic	Medium	High
Digital campaign management			
Market Research			
Project management			
Google suite			
Microsoft Office			
Social Media Analytics			
Google Analytics			
Budgeting and planning			
Facebook Ads Manager			
Google Adwords			
Google Tag Manager			

## 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

02/2015, 2016

Algiers

### WikiStage HEC Alger, Organizer Soleil HEC

12/2015

Algiers

### 2nd Runner Up - The Quest Country Talent Championship Unilever

## Languages

French(native)

English(advanced)

Allemand(beginner)

## Interests

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