

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

05/2019 - present

Media Professionnal Djezzy

Analyzing advertising data and selecting the most effective media platforms to display ads, to help reach the target audiences of Telco products and services.

Coordinating, monitoring and evaluating media marketing campaigns in collaboration with internal and external partners : Agencies and Market Research in order to increase brand awarness and optimize ROI.

Keywords: **Mediaplanning, Media monitoring, Budget management, Campaigns efficiency evaluation.**

Algiers

10/2017 - 05/2019

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

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.**

Algiers

08/2015 - 10/2017

Operator & Copywriter Crowd Mobile, Q/A Division

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

Amsterdam (Remote)

08/2016 - 10/2016

Intern, Yield Management & Pricing Air Algérie

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

Keywords: **Amadeus Air Reservation**

Algiers

07/2015 - 09/2015

Intern Tassili Airlines

Introduction internship to professionnall life.

Algiers

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

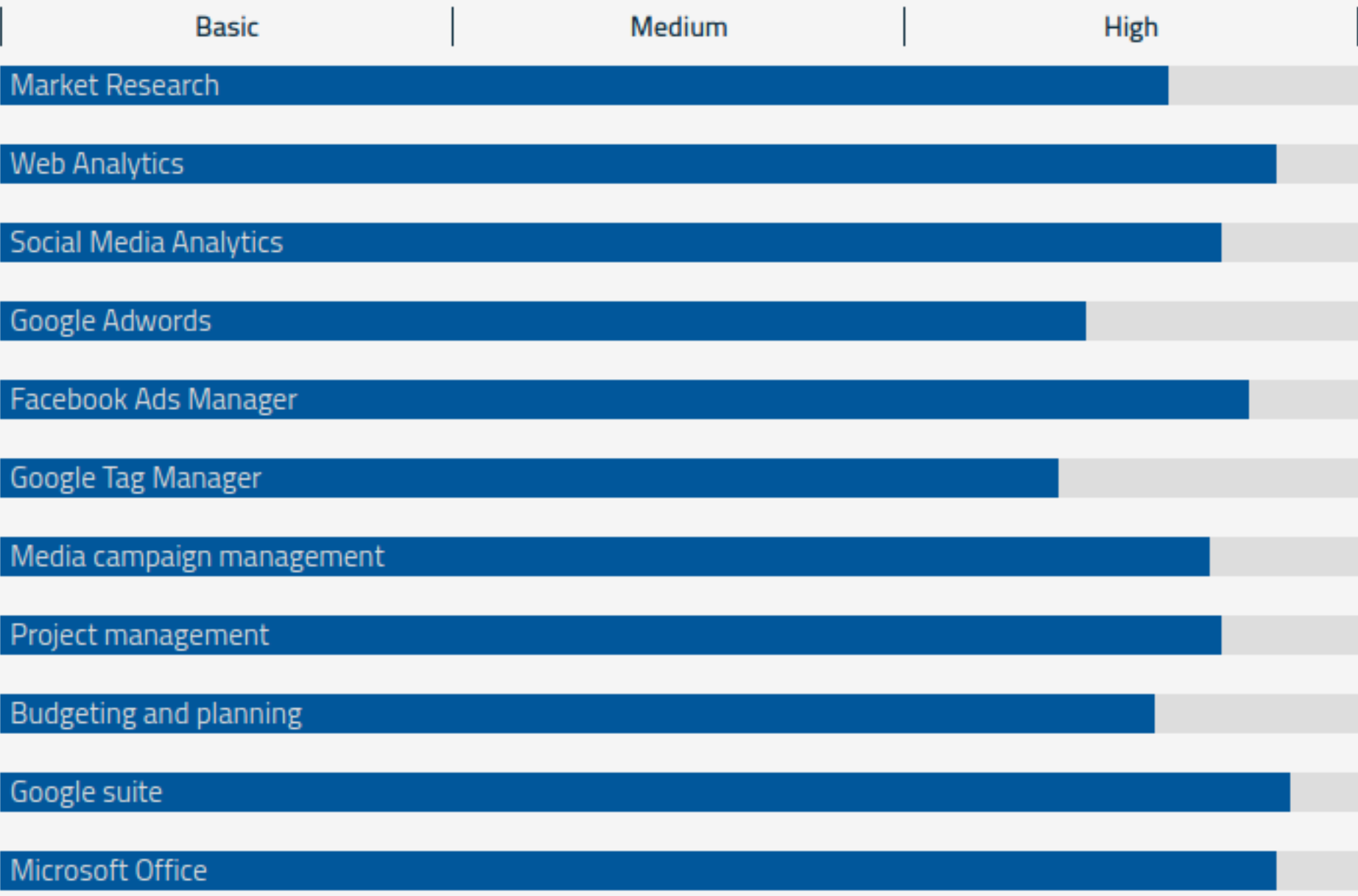
Admission to the National entrance examination to Business Schools EP-SECG Draria, Algiers

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

VEON Global Digithon'18 Hackathon VEON Group

Amsterdam

09/2018

1st place winner Djezzy's Hackathon Djezzy

Algiers

05/2016 - 06/2016

NET-MED Youth, Student Civil Society Representative UNESCO

Algiers

11/2017 - 05/2017

Co-Founder INCUBA - Student Company INSA Lyon

Algiers

02/2015, 2016

WikiStage HEC Alger, Organizer Soleil HEC

Algiers

12/2015

2nd Runner Up - The Quest Country Talent Championship Unilever

Algiers

Languages

French(native)

English(advanced)

German(beginner)

Interests

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