

Sofia Khodja

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


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Algiers, Algeria 

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Work experience

05/2019 - present

Media Professionnal

Djezzy

Algiers

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.**

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

Algiers

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 - 10/2017

Operator & Copywriter

Crowd Mobile, Q/A Division

Amsterdam (Remote)

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

08/2016 - 10/2016

Intern, Yield Management & Pricing

Air Algérie

Algiers

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

Keywords: **Amadeus Air Reservation**

07/2015 - 09/2015

Intern

Tassili Airlines

Algiers

Introduction internship to professionnal life.

Education

01/2017 - 05/2017

Formation Innover Entreprenre 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

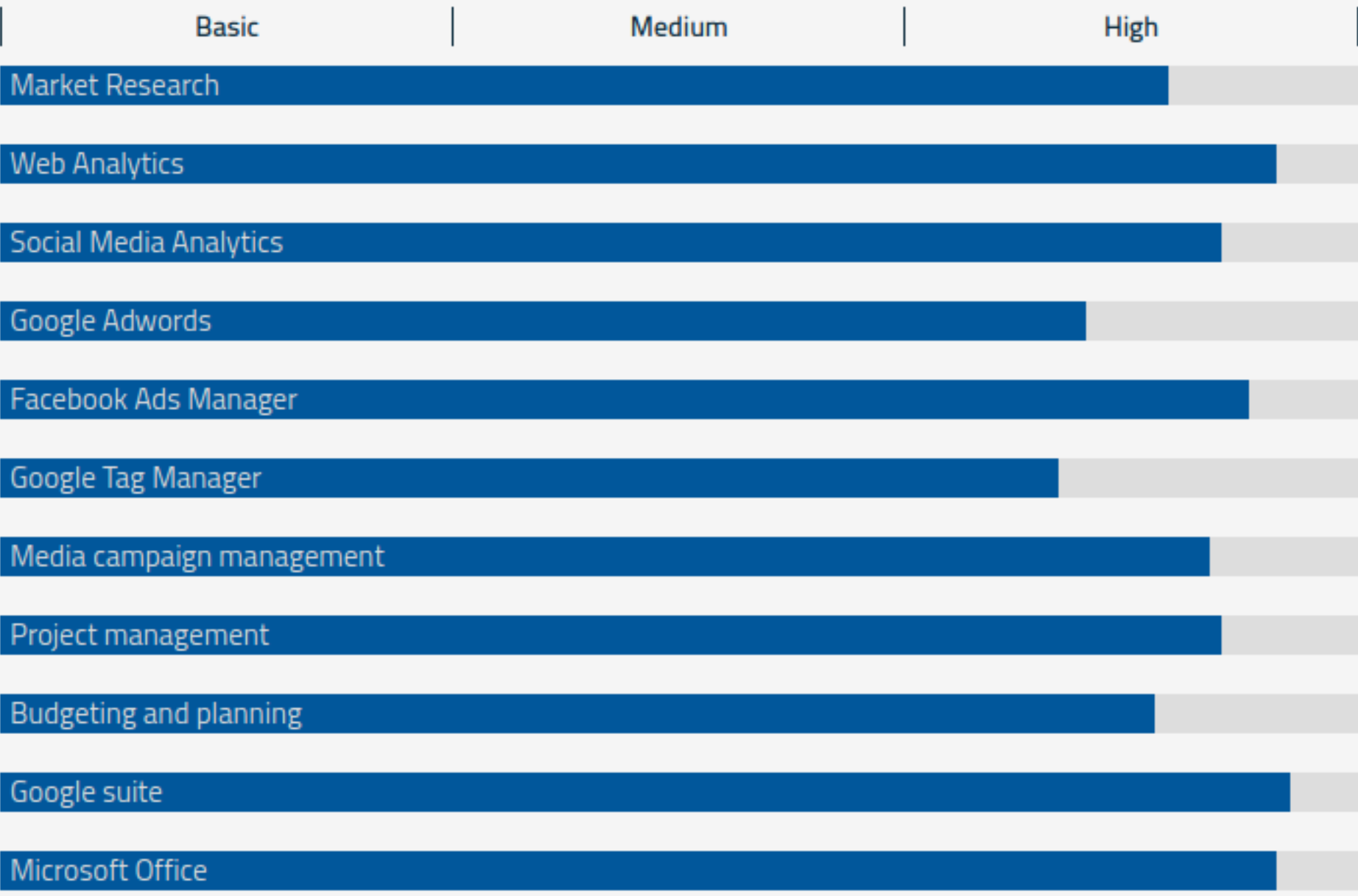
09/2012 - 06/2014

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.