

# 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

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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

Remote

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

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

Keywords: **Ask Bongo, Bongo Thinks, Miss Bongo, Bob.**

08/2016 - 10/2016

Algiers

### Intern, Yield Management & Pricing Air Algérie

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

Keywords: **Amadeus Air Reservation**

07/2015 - 09/2015

Algiers

### Intern Tassili Airlines

Introduction internship to professionnall 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

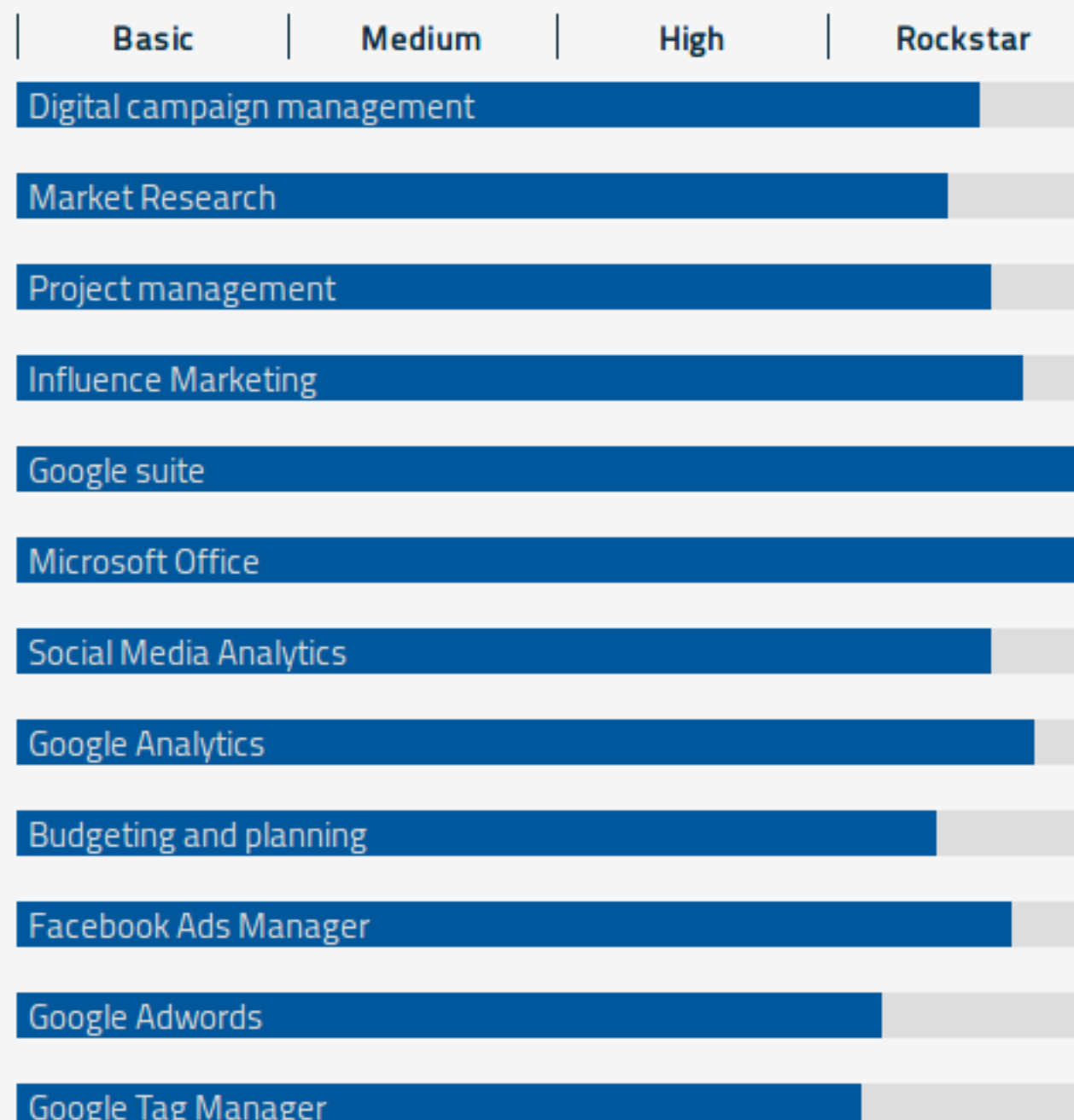
### Admission to the National entrance examination to Business Schools EP-SECG Draria, Algiers

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

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 | Philosophical Books | Watching The Office.