

# Soumia Zarkan

International mobility | [soumia\\_zarkan@outlook.fr](mailto:soumia_zarkan@outlook.fr) |  
[My Portfolio](#) | [My LinkedIn](#)

---

## Work Experience

### Data Manager

Sirdata

Sept 2022 - Aug 2023

- Data Visualization: Dashboard Creation
- Audience Targeting
- Ensuring Data Delivery

### Marketing and commercial assistant

Editis

Aug 2021 - Dec 2021

- Monitoring and updating data from the Gfk distributor panel
- Tracking competitor activity through field observations and distributor panel data
- Marketing surveys: merchandising trends, on-site observations
- Marketing analyses

### Marketing digital assistant

BSH Hausgeräte

Feb 2021 - July 2021

- Management of the French website for Bosch's small and large household appliances
  - Adaptation of SEO content
  - Usage of a CMS
- 

## Education

### Toulouse Business School

#### Management fundamentals

- Marketing
- Business Analytics
- Human resources
- Strategy
- Finance

#### Discovery semester in Big Data, Barcelona, Spain

- Introduction to Big Data
- Creation of a recommendation engine Introduction to Machine Learning with Dataiku
- Creating a chatbox using Cognos
- Data visualization

#### MSC Artificial intelligence & Business Analytics

- Programming
  - Data analysis / Data visualization
  - Machine learning / Deep learning
  - Data management and data governance
- 

## Languages

English (C1) | French (Native)

---

## Skills

Programming : Python/Streamlit R/R shiny  
Data visualization : Tableau/Looker  
Data Management : SQL / NoSQL /BigQuery

---

## Interests

### *Sport*

Black belt in judo

### *Photography*

Self-taught, editing and publishing photos on an Instagram page