

Contact

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Address

Javastraat 54, 2022XS,
Haarlem

Education

September, 2022 - Current time

Bachelor of International Business, Technology&Innovation specialization

Saxion University of Applied Sciences,
Deventer

Skills

- Market Research and Analysis
- Data analysis
- Advisory on new market entry
- MS Office
- Communication skills

Languages

English - Fluent

Dutch - Beginner

French - Limited

Ukrainian - Native

Russian - Native

Sofia Moshina

Intern

Experience

2023-2024

29k: Mental Health & Wellbeing App

Research report

- Investigation of the innovations and identification of industry opportunities, evaluation of four distinct scenarios.
- Discussion of the implications of the chosen scenario for the industry and company 29k, while providing strategic recommendations.
- Incorporation of insights from a mental health trends survey and interviews to align with the chosen scenario and future outlook.

2023

Heineken

Online Marketing&Sales project

- Utilization of Canva and Powtoon for the creation of engaging infographics and videos.
- Focus on B2B market analysis, lead generation, and nurturing strategies aligned with online marketing.
- Engagement in role-playing for sales-talk and testimonial videos, simulation of the real-world professional activities.

2022 - 2023

Bronkhorst High-Tech B.V.

Strategic Market Entry and Advisory report

- Investigation of the industry dynamics, competitor landscape, and environmental factors using PESTEL analysis.
- Application of the Supply Chain analysis, 7S Framework, Benchmarking, and SWOT Analysis to understand market intricacies.
- Offering guidance for Bronkhorst High-Tech B.V. to successfully expand and establish its presence in the Boston area, Massachusetts state.

2022

Vivera B.V.

Advisory report

- Focus on customization strategies for Vivera's entry into the Italian market.
- In-depth analysis of the Italian market using the 4P's, 7S, PESTEL, SWOT, and Benchmarking analyses.
- Detailed exploration of consumer preferences, competitive landscape, and regulatory requirements in Italy, with actionable recommendations for Vivera.

Certificates

Fundamental of Digital Marketing

Google