



SOPHIE WIGGO HOFFRITZ

CURRICULUM VITAE

EDUCATION

JAN 2021 - JAN 2023

AP Graduate in Financial Controlling, CPHBusiness Hillerød

2012 - 2016

China Studies, Master and BA-selective course, Aarhus University; incl. Exchange program Peking University, Eclc (jan. 2014 – Aug. 2014)

2009 - 2014

BA in Philosophy; University of Copenhagen

2006 - 2009

STX, Social Science A, Math A, Psychology C, Rysensteen gymnasium

WORK EXPERIENCE

PHD-FELLOW - COPENHAGEN BUSINESS SCHOOL, DEPARTMENT OF ORGANIZATION

December 2023 - now

ACCOUNTING CONSULTANT - GRANT THORNTON

March 2023 - november 2023

COURSE COORDINATOR - VISMA DATALØN OG PROLØN A/S

January 2023 - march 2023

INTERN, PD OG FINANCE - VISMA DATALØN OG PROLØN A/S

December 2021 - December 2022

STUDENT ASSISTANT, MARKETING - VISMA DATALØN OG PROLØN A/S

December 2021 - December 2022

STUDENT ASSISTANT - CPHBUSINESS

June 2021 - January 2023

EXTERNAL CONSULTANT- MEMOX, MULTIETHNIC MENTORING

Maj 2020 - January 2023

CONSULTANT - MIKTOS

Oct 2019 - Dec 2019

PUBLIC DIPLOMACY OFFICER - PUBLIC DIPLOMACY, MEDIA AND CULTURE - DANISH EMBASSY IN BEIJING

Sep 2017 - July 2019

Sophie Wiggo Hoffritz

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WORK EXPERIENCE CONTINUED

MARKET RESEARCH - VITAL PETFOOD GROUP

May 2017

JOURNALIST - YUTANG SPORT, SPORTACCORD CONVENTION 2017

April 2017

PROJECT COORDINATOR - DANISH CULTURAL CENTER IN BEIJING

Sep 2015 - Jan 2016

ENGLISH TEACHER - CATHAY FUTURE, BEIJING

Jan 2011 - Aug 2011

CHURCH ASSISTANT - ROSENVÆNGET PARISH

Jan 2008 - Jan 2011

VOLUNTEER WORK

CHAIRMAN - ROBERT STORM PETERSEN OG ELLEN MARGRETHE PETERSENS MINDEFOND

January 2023 - now

VOLUNTEER - HUSETS BIOGRAF I MAGSTRÆDE

June 2021 - now

BOARD MEMBER - ROBERT STORM PETERSENS MUSEUM FOUNDATION

Oct 2019 - now

AMBASSADOR - AARHUS 2017 EUROPEAN CAPITAL OF CULTURE

Jan 2016 - Jan 2017

PROJECT COORDINATOR - SPEAK DANISH ONLINE

Jan 2014 - Jan 2016

MENTOR AND INSTRUCTOR - AARHUS UNIVERSITY

Jan 2014 - Jan 2015

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Publications and other appearances

PUBLICATIONS

Krogh, Sophie Hoffritz. 2017. A Panda Fairy tale. ThinkChina.dk. <http://www.thinkchina.ku.dk/blog/pandas/>.

Krogh, Sophie Hoffritz. 2017. Hvem springer Hollywood for? Om Kina som filmmagt. 16:9 Filmtidsskrift. <http://www.16-9.dk/2017/03/kina-som-filmmagt/>.

MEDIA

12.2022

Participated in a special episode of Kinanørderne, where we discussed the Chinese film market:
<https://open.spotify.com/episode/26Q0wXXzHg5WYMcTE3oRPt>

04.2022

Interviewed by Radio 24/7 Babylon regarding censorship in the Chinese release of the new Harry Potter movie
<https://open.spotify.com/episode/1uLYBJQPekxKp8NsyEgPZX?si=dsxRexOKTDWC5HhN4Te6Rw&nd=1>

11.09.19

Participated in TechFestival 2019 and was interviewed about, how the humanities can support digitalization:
<https://ma-kasse.dk/nyheder/humanister-kan-goere-den-digitale-verden-menneskelig/>

30.07.17

I was interviewed in the former radio show Kina Snak concerning the succes of Chinese movie Wolf Warrior 2

16.07.17

I was interviewed in the former radio show Kina Snak concerning my master thesis on Chinas influence on global filmmaking

02.05.17

Interviewed by DR2 Dagen about Soft Power and movies, because of Denmark taking part in the Chinese panda-diplomacy; 01:11:20 <https://lnkd.in/g9c2pJW>

03.11.16

Talk at Aarhus University about my Master's thesis

21.09.16

I was interviewed by P1 Specialisterne about my Master's thesis; 01:46:00 (Danish interview)
<http://bit.ly/2cmvta1>

WORKSHOPS

13TH NACS CONFERENCE: CHINA TIME – RETHINKING CULTURAL ENCOUNTERS
NACS 2017

Presentation: Big Trouble in little Hollywood – How China's current foreign movie policy affects global cinema