

# Drivago



## PFE BOOK 2026

Marketing  
Business  
Software Engineering  
and AI





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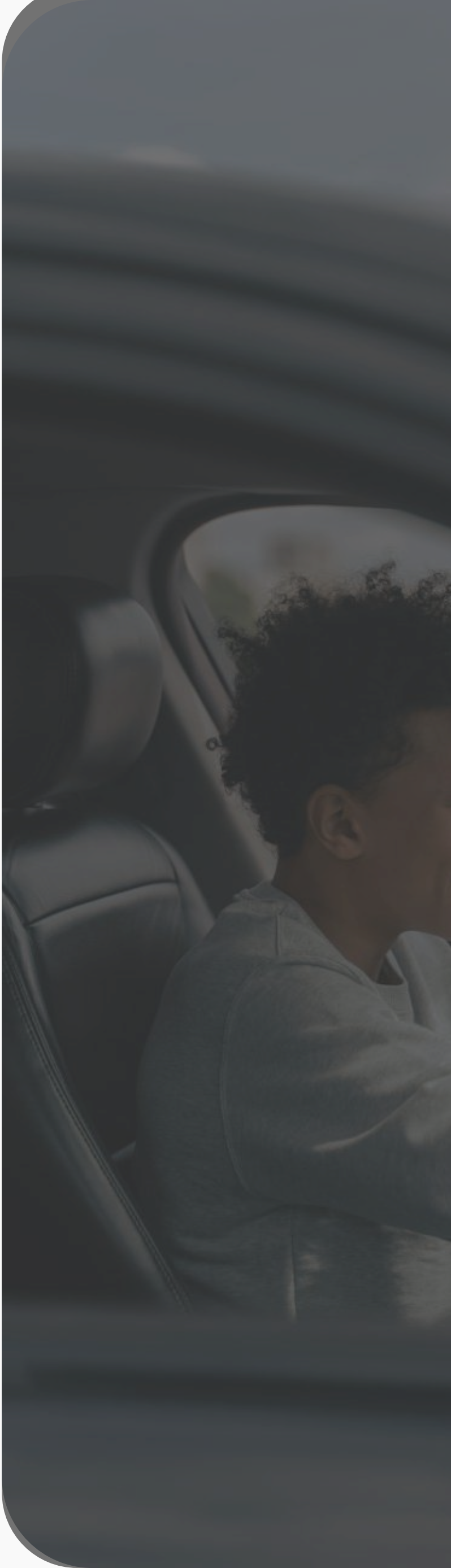
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## About US

Based in Tunisia, our flagship product **autoecoleplus.tn** is the **#1 driving education platform**

### Who are we ?

Drivago, as a company, focuses on delivering innovative solutions to transform driving education through technology, with autoecoleplus.tn leading the way.

### What do we do ?

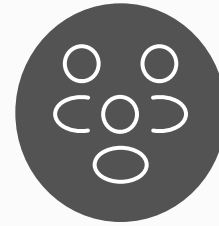
Our mission goes beyond simplifying driving education we're empowering schools with cutting-edge tools, connecting students to top instructors, and redefining the learning journey.

### Who are our clients ?

Our clients include over 500 partner driving schools across Tunisia. We proudly support these schools in delivering top-tier instruction, empowering them with advanced tools, and connecting them to over 18,000 students annually who trust us to help them get their driving licenses.



**Support and regular follow up**



**Peer mentoring**



**Friendly environment and agile culture**



**Unleash your potential**

**What opportunities  
are offered to interns**

## What do our previous interns say ?



**Nadhir Halbouni**

Fullstack developer -ISI

I had the opportunity to work on developing new features at Drivago, where I gained hands-on experience with the latest technologies. The team was incredibly supportive, always ready to guide me and help me improve. It was rewarding to see my work make a direct impact on the platform's functionality.



**Mohamed Aziz torki**

Fullstack developer -SUPCOM

I had the opportunity to collaborate on designing and implementing complex systems, which pushed me beyond what I thought I could handle. The real advantage of working at Drivago is being trusted with responsibilities I didn't know I was ready for. I was given the freedom to deliver while being coached and supported to succeed. It's not just about technical work — we get to see how everything connects and how our contributions impact the overall business. Open communication across the team makes it easy to learn and grow in a truly supportive environment



**Ghofrane Talbi**

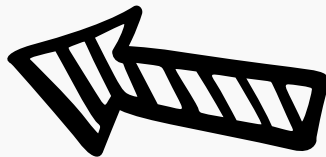
Fullstack developer -Esprit

The supportive environment made me feel valued and inspired me to contribute my best work.

# Application Process

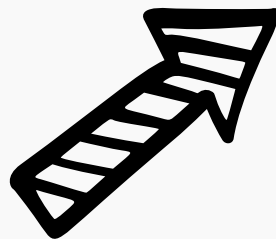
**Form link :** <https://forms.gle/uNkFJYIS7WcS4UaM6>

To apply please follow these steps

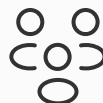


## Fill the form

- 1 -Click the link or scan the QR code.
- 2 -Fill out the form.
- 3 -We will reach out.



## Technical interview



## Getting to know you



## Welcome aboard

**Our email :** [hiring@drivago.info](mailto:hiring@drivago.info)

# **PFE subjects**

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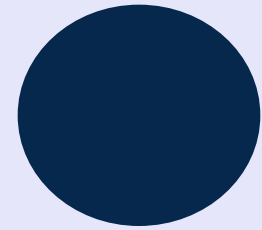
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## Marketing

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# Marketing – M1

## Digital Ranking & AI Optimisation

### Skills / Knowledge

- Excellent communication and relationship-building skills.
- Basic knowledge of SEO tools (e.g., Google Analytics, SEMrush, Ahrefs).
- Understanding of AI-powered search.
- Familiarity with local SEO practices and Google My Business optimization.

### Duration of the internship

4 to 6 months

### Subject overview

As a Digital Ranking Intern, you will help enhance the company's online visibility by optimizing search rankings, local listings, YouTube content, and social media profiles. You will also contribute to AI-driven optimization, ensuring content is optimized for AI-powered search engines, voice search, and generative assistants. Your work will focus on driving traffic, engagement, and awareness across digital platforms.

### Key responsibilities

- Optimize website content and local listings for search engines and Google Maps (SEO & Local SEO).
- Improve YouTube rankings (titles, descriptions, tags, thumbnails).
- Optimize social media profiles and posts (SMO).
- Structure and optimize content for AI-based search and generative results (AI SEO / AEO).
- Monitor rankings, traffic, and engagement metrics across platforms.
- Analyze performance data and create actionable reports for improvement.

# Marketing – M2

## Content Creation

### Skills / Knowledge

- Proficiency in design and editing tools (e.g., Canva, Adobe Creative Suite, or similar).
- Strong creative writing and storytelling abilities.
- Ability to create multimedia content, including short videos and graphics.
- Excellent time management and organizational skills.

### Duration of the internship

4 to 6 months

### Subject overview

As a Content Creator Intern, you will focus on producing compelling and creative content to fuel our marketing efforts. Your role involves generating high-quality visuals, videos, and written materials that align with the brand's tone, objectives, and campaigns.

### Key responsibilities

- Create graphics, videos, and other media to support social media and marketing campaigns.
- Write engaging content for social media posts, and marketing materials.
- Collaborate with the marketing team to brainstorm and execute creative ideas.
- Ensure all content aligns with the company's branding and messaging guidelines.
- Support marketing initiatives by delivering fresh, high-quality materials on time.

# Marketing – M3

## Social Media and Community Management

### Skills / Knowledge

- Strong understanding of social media and messaging platforms (Facebook, Instagram, LinkedIn, WhatsApp, etc.).
- Excellent interpersonal and communication skills.
- Organizational and multitasking abilities to manage diverse platforms.
- Familiarity with analytics tools and techniques for community engagement.

### Duration of the internship

Between 4 to 6 months

### Subject overview

As a Social Media and Community Management Intern, you will focus on building and nurturing our online and offline communities. Your role involves establishing consistent processes for managing platforms, fostering meaningful connections, and maintaining a cohesive brand identity across diverse communication channels

### Key responsibilities

- Develop and implement processes for consistent social media and community management.
- Manage community engagement across platforms, including social media, WhatsApp groups, and other communication channels.
- Create and schedule engaging, on-brand content tailored to different platforms.
- Respond to community inquiries and foster relationships with followers.
- Analyze engagement metrics to refine community strategies and improve performance.

# Marketing – M4

## Connect & Grow: B2B Strategy

### Skills / Knowledge

- **Strong communication and relationship-building abilities.**
- **Creativity to design effective partner-focused campaigns.**
- **Proficiency in marketing tools and platforms.**
- **Highly organized and proactive mindset.**

### Duration of the internship

Between **4 to 6 months**

### Subject overview

As a B2B Marketing Intern, you will take a strategic role in designing and executing initiatives to strengthen relationships with partners and drive mutual growth. Your focus will include creating impactful campaigns, increasing platform adoption, and showcasing the value of collaboration.

### Key responsibilities

- Develop and execute strategies to highlight partner success and strengthen relationships.
- Launch and support collaborative campaigns to promote shared growth.
- Strategize initiatives to increase platform adoption and partner engagement.
- Work closely with our small, dynamic team to align efforts with overall business goals



# Marketing – M5

## Customer Insights & Growth

### Skills / Knowledge

- **Analytical skills for conducting market research and competitive analysis.**
- **Creativity and execution-focused mindset for developing and testing campaigns.**
- **Proficiency in marketing tools and platforms for analysis and outreach.**
- **Strong organizational and multitasking abilities.**

### Duration of the internship

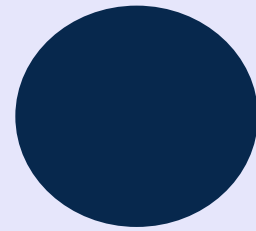
Between **4 to 6 months**

### Subject overview

As a B2C Strategy Intern, you will experiment and execute innovative marketing strategies to engage individual customers. Your work will include developing user personas, conducting market and competitive analyses, and supporting initiatives like new product launches, brand awareness campaigns, and lead generation efforts.

### Key responsibilities

- Develop and refine user personas to better understand target audiences.
- Conduct market and competitive analyses to inform marketing strategies.
- Plan, test, and execute strategies for new product launches targeting B2C customers.
- Design and implement brand awareness and lead generation campaigns.
- Analyze campaign performance, report insights, and recommend improvements.
- Collaborate with the marketing team to align strategies with business objectives.



**Sales and Support**

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# Business developer – B1

## New opportunities & partnership management

### Skills / Knowledge

- Excellent communication and relationship-building.
- Strong research and organizational skills.
- Proficiency in CRM tools.

### Duration of the internship

4 to 6 months

### Subject overview

Contribute to the company's growth by driving partnership opportunities and managing relationships in the local market. You will support initiatives to expand our network and enhance our offerings for businesses and organizations.

### Key responsibilities

- Research and engage with potential partners to explore collaboration opportunities.
- Develop and refine partnership proposals tailored to various stakeholders.
- Identify potential customers and propose value-driven B2B solutions.
- Build relationships with organizations and associations to foster strategic alliances.
- Collaborate with internal teams to align partnership efforts with overall goals.

## **Customer success – B2 management**

### **Customer success and account management**

#### **Skills / Knowledge**

- Strategic thinking and strong relationship-building abilities.
- Experience in HubSpot and customer engagement tools.
- Empathetic, service-oriented, and highly organised.

#### **Duration of the internship**

4 to 6 months

#### **Subject overview**

As the client advocate in the company, you will take a strategic role in designing and implementing customer engagement strategies. Your mission is to ensure successful onboarding, drive customer retention, and maximize overall satisfaction, positioning clients for long-term success.

#### **Key responsibilities**

- Develop and execute strategies for onboarding, retention, and customer success.
- Create and refine training materials to support customer engagement.
- Collaborate with the development team to align solutions with client needs.
- Analyze customer feedback and metrics to improve engagement strategies.
- Resolve client issues proactively and deliver tailored solutions.



# Business analytics – B3

## Enhancing Product & UX

### Skills / Knowledge

- Proficiency in SQL for querying and analyzing datasets.
- Strong analytical and problem-solving abilities.
- Experience with A/B testing methodologies and tools.
- Ability to create graphs and dashboards using tools like Tableau, Power BI, or Google Data Studio.

### Duration of the internship

4 to 6 months

### Subject overview

As a Business Analytics Intern, you will play a critical role in gathering and analyzing data to improve product features and user experience. You will create strategies to collect user feedback, monitor feature adoption, implement A/B testing, and visualize data insights. Your work will drive informed decisions that enhance product development and overall user satisfaction.

### Key responsibilities

- Design and implement strategies to gather user feedback on new product features.
- Monitor feature usage and analyze trends to evaluate performance.
- Develop and execute A/B testing strategies to measure feature impact and effectiveness.
- Collect, clean, and analyze data from multiple sources, including SQL databases.
- Create dashboards, graphs, and visualizations to effectively present insights.
- Collaborate with the team to translate data insights into actionable recommendations for product improvements.

## Sales – B4

### Field & Remote Focus

### Skills / Knowledge

- Strong communication and negotiation abilities.
- Ability to build relationships and follow up with clients.
- Basic understanding of CRM tools (e.g., HubSpot, Salesforce).
- Proactive, goal-oriented mindset with adaptability for both field and remote work.

### Duration of the internship

Between 4 to 6 months

### Subject overview

As a Sales Intern, you will support client acquisition efforts by identifying leads, managing outreach, and building strong relationships with partners to drive business growth. This role combines both remote outreach and on-site field work to effectively engage and convert potential clients.

### Key responsibilities

- Identify and qualify potential leads and opportunities.
- Conduct outreach campaigns remotely and follow up with potential driving school partners.
- Attend on-site meetings and assist in closing deals with driving schools and key partners.
- Collaborate with the marketing team to align strategies for client acquisition.
- Prepare reports on outreach progress and sales performance.

# Finance – B5

## Fundraising and Startup Programs Focus

### Skills / Knowledge

- Strong analytical and financial modeling skills.
- Excellent written and verbal communication.
- Proficiency in Microsoft Excel and presentation tools (PowerPoint/Google Slides).
- Interest in startup financing, ecosystem programs, and strategic growth planning.

### Duration of the internship

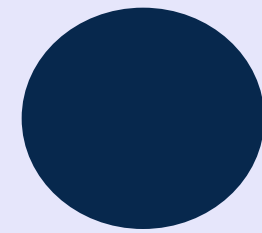
Between 4 to 6 months

### Subject overview

As a Finance Intern, you will support the company's fundraising and growth initiatives. Your role will involve conducting financial analysis, preparing pitch materials, engaging with investors, applying to startup programs, and assisting in reporting to current investors. This internship provides an excellent opportunity to gain hands-on experience in startup financing and strategic planning.

### Key responsibilities

- Research and identify potential investors, grants, and funding opportunities.
- Develop financial projections and models to support fundraising efforts.
- Assist in preparing and refining investment decks and other fundraising materials.
- Coordinate and participate in investor meetings, handling follow-ups as needed.
- Research and apply to startup programs, accelerators, and grant opportunities.
- Track and document the progress of applications to startup programs and funding sources.
- Assist in preparing regular reports and updates for current investors, ensuring they are well-informed on the company's progress and financial performance.
- Analyze investor feedback and recommend improvements to materials and strategies.



## Product (UI/UX, QA, Software, AI)

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# UI/UX – P1

## High fidelity designs and prototypes

### Skills / Knowledge

- **Strong understanding of UX design principles and user-centric thinking.**
- **Excellent communication and collaboration abilities.**
- **Experience with user testing methods and feedback analysis is a plus.**
- **Highly organized and proactive in identifying opportunities for improvement.**

### Duration of the internship

Between **4 to 6 months**

### Subject overview

As a UX Intern, you will play a pivotal role in enhancing the usability and user engagement of our platforms by contributing to the development of new features and improving existing ones. While some research will be involved, the position focuses on implementing solutions like gamification, custom notifications, and reminders to keep users engaged and satisfied.

### Key responsibilities

- Conduct user testing and gather feedback to identify areas for improvement.
- Collaborate with the team to design and implement new features that enhance engagement.
- Improve existing features across platforms to boost usability and satisfaction.
- Explore and propose innovative solutions, such as gamification and personalized notifications.
- Ensure features align with user needs and company objectives.

# AI – P2

## AI Assistant Development

### Skills / Knowledge

- Python programming with AI/ML frameworks (LangChain, LlamaIndex, Hugging Face)
- LLM integration (GPT-4, Claude, Gemini APIs)
- NLP fundamentals and vector databases
- REST APIs and webhooks
- Frontend development (TypeScript/Angular)
- A/B testing and statistical analysis

### Duration of the internship

Between 4 to 6 months

### Subject overview

As an AI Innovation Intern, you will enhance our platform's conversational AI capabilities, transforming our existing chatbot into an intelligent assistant that delivers personalized, context-aware support. You will work with production LLM systems, implement RAG architectures, and optimize AI performance through experimentation in an Agile environment to create seamless user experiences.

### Key responsibilities

- Design and implement an AI assistant for complex queries including schedule management, analytics insights, and personalized recommendations.
- Enhance chatbot infrastructure for improved NLU, response accuracy, and conversation flow.
- Build dialogue management systems with multi-turn conversations, context retention, and intent classification.
- Conduct A/B testing to measure performance metrics and iteratively improve response quality.
- Integrate AI systems with backend services, databases, and APIs for real-time data retrieval.

## Quality Assurance

### Skills / Knowledge

- **Basic knowledge of software testing methodologies and tools.**
- **Familiarity with testing frameworks (e.g., Selenium, Cypress) is a plus.**
- **Strong analytical and problem-solving skills.**
- **Excellent attention to detail and organizational skills.**
- **Ability to work collaboratively with cross-functional teams.**

### Duration of the internship

Between **4 to 6 months**

### Subject overview

As a Quality Assurance Intern, you will ensure the reliability and quality of our products by designing and executing test plans, identifying bugs, and collaborating with the development team to resolve issues. Your work will help maintain a seamless experience for users across our platforms, including autoecoleplus.tn and Drivago.

### Key responsibilities

- Develop and execute test cases to identify bugs and ensure product functionality.
- Perform manual and automated testing for web and mobile applications.
- Collaborate with developers to resolve issues and improve system performance.
- Monitor and document testing results, providing detailed feedback.
- Assist in ensuring compliance with quality standards and best practices.

# Software – P4 Engineering

## Fullstack developement

### Skills / Knowledge

- Proficiency in Angular, Node.js, Express, and PostgreSQL.
- Familiarity with Test-Driven Development (TDD) and related practices.
- Experience with version control systems like GitHub.
- Knowledge of RESTful APIs and full-stack debugging.

### Duration of the internship

Between 4 to 6 months

### Subject overview

As a Fullstack Developer Intern, you will work across the entire stack, building and maintaining frontend and backend systems for our platforms. You will collaborate in a Scrum environment to deliver scalable, efficient, and high-quality features.

### Key responsibilities

- Build and maintain frontend applications using Angular and Ionic.
- Develop and optimize backend systems with Node.js and Express.
- Design and manage databases with PostgreSQL.
- Debug and resolve issues across the stack.
- Participate in Agile sprints using tools like Jira or Trello.



# Software – P5 Engineering

## Mobile Development

### Skills / Knowledge

- Proficiency in Ionic, Angular, Node.js, Express, and PostgreSQL.
- Familiarity with Agile tools like Jira or Trello.
- Experience with GitHub for version control and collaboration.
- Understanding of Test-Driven Development (TDD) practices.
- Strong debugging and problem-solving skills.

### Duration of the internship

Between 4 to 6 months

### Subject overview

As a Mobile Developer Intern, you will develop and maintain mobile applications using the Ionic framework, ensuring seamless performance and user experience. You will also collaborate on deploying applications to the App Store and Play Store while working in a Scrum environment to deliver high-quality solutions.

### Key responsibilities

- Develop and maintain mobile applications using Ionic and Angular.
- Collaborate with backend systems using Node.js, Express, and PostgreSQL.
- Assist in deploying applications to the App Store and Play Store.
- Debug, test, and optimize app performance.
- Follow Scrum practices to plan, execute, and deliver tasks effectively.

# Software – P6 Engineering

## Desktop Development

### Skills / Knowledge

- Proficiency in Electron for cross-platform desktop application development.
- Experience with Angular, Node.js, Express, and PostgreSQL.
- Familiarity with Agile practices, including Scrum and Test-Driven Development (TDD).
- Knowledge of version control systems like GitHub.
- Strong problem-solving and debugging skills.

### Duration of the internship

Between 4 to 6 months

### Subject overview

As a Desktop Developer Intern, you will contribute to the development and maintenance of cross-platform desktop applications using Electron. You will collaborate with the development team to deliver scalable, efficient, and user-friendly desktop solutions for our platforms.

### Key responsibilities

- Develop and maintain desktop applications using Electron.
- Integrate frontend frameworks like Angular with Electron for seamless desktop experiences.
- Collaborate with backend teams using Node.js, Express, and PostgreSQL.
- Debug and resolve issues to ensure smooth application performance.
- Participate in Agile sprints using tools like Jira or Trello.