



Sarah BENALI

Gender: Female | **Phone number:** (+33) 691335672 (Mobile) | **Email address:** sarah.benali@email.com |

Address: Marseille, France (Home)

● ABOUT ME

Creative and analytical marketing student with strong interest in brand strategy and consumer behavior.

● WORK EXPERIENCE

MARKETING INTERN – L'ORÉAL FRANCE – 1 Jun 2024 – 1 Dec 2024 – PARIS, FRANCE

Assisted brand managers in the preparation and launch of new skincare products. Analyzed sales performance and campaign KPIs using Excel and internal dashboards. Coordinated with creative agencies and influencers for digital campaigns. Conducted competitive analysis and consumer trend monitoring.

DIGITAL MARKETING ASSISTANT – E-COMMERCE STARTUP – 1 Sep 2023 – 1 May 2024 – MARSEILLE, FRANCE

Managed social media content calendars (Instagram, TikTok). Monitored online performance metrics and engagement rates. Supported SEO optimization and newsletter campaigns.

● EDUCATION AND TRAINING

1 SEP 2022 – 1 JUN 2025 Marseille, France

BACHELOR IN BUSINESS ADMINISTRATION KEDGE Business School

1 SEP 2021 – 1 JUN 2022 Marseille, France

BACCALAURÉAT (ECONOMICS & SOCIAL SCIENCES) Lycée Thiers

● SKILLS

Marketing

Brand Strategy, Market Research, Campaign Analysis.

IT Skills

Excel (Advanced), Power BI, Google Analytics, Canva.

● LANGUAGES

English

C1 - TOEIC 945

Arabic

Native

● INTERESTS

Photography

Lifestyle and travel portfolio on Instagram.

Trends

Fashion, consumer trends, contemporary art.