

Sarah BENALI

Marseille
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French

PROFILE

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

EXPERIENCE

Marketing Intern — L'Oréal France

Paris

06/2024 – 12/2024

- Assisted brand managers with product launches, analyzed sales KPIs, and coordinated digital campaigns.

Digital Marketing Assistant — E-commerce Startup

Marseille

09/2023 – 05/2024

- Managed social media calendars and monitored online performance metrics.

EDUCATION

Bachelor in Business Administration

2022 – 2025

KEDGE Business School, Marseille

Baccalauréat (Economics)

2021 – 2022

Lycée Thiers, Marseille

SKILLS & LANGUAGES

- English:** C1 - TOEIC 945
- Arabic:** Native
- Marketing:** Brand Strategy, Market Research, Campaign Analysis.
- IT Skills:** Excel (Advanced), Power BI, Google Analytics, Canva.

INTERESTS

Photography, Trends.