

# Sarah BENALI

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

Marseille • 691335672 • sarah.benali@email.com

## 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.