



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 with product launches, analyzed sales KPIs, and coordinated digital campaigns.

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

Managed social media calendars and monitored online performance metrics.

● 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) 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.