



Gender: Female

CONTACT

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ABOUT ME

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

WORK EXPERIENCE

- L'Oréal France** Paris, France
Marketing Intern
1 Jun 2024 – 1 Dec 2024
Assisted brand managers with product launches, analyzed sales KPIs, and coordinated digital campaigns.
- E-commerce Startup** Marseille, France
Digital Marketing Assistant
1 Sep 2023 – 1 May 2024
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.