



Sarah BENALI

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

Home: Marseille (France)

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

Bachelor in Business Administration

KEDGE Business School [1 Sep 2022 – 1 Jun 2025]

City: Marseille | Country: France

Baccalauréat (Economics)

Lycée Thiers [1 Sep 2021 – 1 Jun 2022]

City: Marseille | Country: France

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.