

# Sarah BENALI

 **Home :** Marseille, France

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**Gender:** Female

## ABOUT ME

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

## WORK EXPERIENCE

### *L'Oréal France*

**City:** Paris | **Country:** France

[ 1 Jun 2024 – 1 Dec 2024 ]

### **Marketing Intern**

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

### *E-commerce Startup*

**City:** Marseille | **Country:** France

[ 1 Sep 2023 – 1 May 2024 ]

### **Digital Marketing Assistant**

Managed social media calendars and monitored online performance metrics.

## EDUCATION AND TRAINING

[ 1 Sep 2022 – 1 Jun 2025 ]

### **Bachelor in Business Administration**

#### *KEDGE Business School*

**City:** Marseille | **Country:** France |

[ 1 Sep 2021 – 1 Jun 2022 ]

### **Baccalauréat (Economics)**

#### *Lycée Thiers*

**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**

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### **Photography**

Lifestyle and travel portfolio on Instagram.

### **Trends**

Fashion, consumer trends, contemporary art.