

# SARAH BENALI

Marseille · 691335672 · sarah.benali@email.com

## PROFILE

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

## PROFESSIONAL EXPERIENCE

### Marketing Intern | L'Oréal France

Paris

06/2024 – 12/2024

- Assisted brand managers in the preparation and launch of new skincare products. Analyzed sales performance and campaign KPIs using Excel and internal dashboards. Coordinated with creative agencies and influencers for digital campaigns. Conducted competitive analysis and consumer trend monitoring.

### Digital Marketing Assistant | E-commerce Startup

Marseille

09/2023 – 05/2024

- Managed social media content calendars (Instagram, TikTok). Monitored online performance metrics and engagement rates. Supported SEO optimization and newsletter campaigns.

## EDUCATION

### Bachelor in Business Administration

2022 – 2025

KEDGE Business School, Marseille

### Baccalauréat (Economics & Social Sciences)

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** (Lifestyle and travel portfolio on Instagram.), **Trends** (Fashion, consumer trends, contemporary art.).