

# SARAH BENALI

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## 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 with product launches, analyzed sales KPIs, and coordinated digital campaigns.
- Digital Marketing Assistant** | E-commerce Startup Marseille  
09/2023 – 05/2024
- Managed social media calendars and monitored online performance metrics.

## EDUCATION

- Bachelor in Business Administration** 2022 – 2025  
KEDGE Business School, Marseille
- Baccalauréat (Economics)** 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, Trends.