



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

Photography

Lifestyle and travel portfolio on Instagram.

Trends

Fashion, consumer trends, contemporary art.