



# 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 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.

### *E-commerce Startup*

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

[ 1 Sep 2023 – 1 May 2024 ] **Digital Marketing Assistant**

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

## 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 & Social Sciences)**

### *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.