



europass

# Sarah BENALI

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**Home:** Marseille (France)

## ABOUT ME

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

## WORK EXPERIENCE

### L'Oréal France – Paris, France

#### Marketing Intern

[ 1 Jun 2024 – 1 Dec 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.

### E-commerce Startup – Marseille, France

#### Digital Marketing Assistant

[ 1 Sep 2023 – 1 May 2024 ]

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

## EDUCATION AND TRAINING

### Bachelor in Business Administration

**KEDGE Business School** [ 1 Sep 2022 – 1 Jun 2025 ]

City: Marseille | Country: France

### Baccalauréat (Economics & Social Sciences)

**Lycée Thiers** [ 1 Sep 2021 – 1 Jun 2022 ]

City: Marseille | Country: France

## SKILLS

### Marketing

Brand Strategy, Market Research, Campaign Analysis.

### IT Skills

Excel (Advanced), Power BI, Google Analytics, Canva.

## **LANGUAGES**

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### **English**

C1 - TOEIC 945

### **Arabic**

Native

## **INTERESTS**

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### **Photography**

Lifestyle and travel portfolio on Instagram.

### **Trends**

Fashion, consumer trends, contemporary art.