

# Sarah BENALI

Marseille, France — 691335672 — sarah.benali@email.com

## SUMMARY

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

## EXPERIENCE

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|---|-----------|
| <b>Marketing Intern</b> — 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. |           |
| <b>Digital Marketing Assistant</b> — 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

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|---|-------------|
| <b>Bachelor in Business Administration</b>            | 2022 – 2025 |
| KEDGE Business School, Marseille                      |             |
| <b>Baccalauréat (Economics &amp; Social Sciences)</b> | 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.).