

# Sarah BENALI

## CONTACT

sarah.benali@email.com  
691335672  
Marseille

## LANGUAGES

English (C1 - TOEIC 945)  
Arabic (Native)

## SKILLS

Marketing  
IT Skills

## INTERESTS

**Photography** (Lifestyle and travel portfolio on Instagram.), **Trends** (Fashion, consumer trends, contemporary art.).

## PROFILE

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

## EXPERIENCE

**Marketing Intern** | L'Oréal France  
06/2024 – 12/2024 Paris

- 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.

**Digital Marketing Assistant** | E-commerce Startup  
09/2023 – 05/2024 Marseille

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

## EDUCATION

**Bachelor in Business Administration**  
KEDGE Business School, Marseille 2022 – 2025

**Baccalauréat (Economics & Social Sciences)**  
Lycée Thiers, Marseille 2021 – 2022