

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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| Marketing Intern — L'Oréal France | Paris |
| 06/2024 – 12/2024 | |
| • Assisted brand managers with product launches, analyzed sales KPIs, and coordinated digital campaigns. | |

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| Digital Marketing Assistant — E-commerce Startup | Marseille |
| 09/2023 – 05/2024 | |
| • Managed social media calendars and monitored online performance metrics. | |

EDUCATION

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| Bachelor in Business Administration | 2022 – 2025 |
| KEDGE Business School, Marseille | |
| Baccalauréat (Economics) | 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, Trends.