

SARAH BENALI

Marseille · 691335672 · sarah.benali@email.com

PROFILE

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

PROFESSIONAL EXPERIENCE

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

- Assisted brand managers with product launches, analyzed sales KPIs, and coordinated digital campaigns.

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

- Managed social media calendars and monitored online performance metrics.

EDUCATION

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.