

Sarah MOHAMED, E-Commerce Manager France (Bourjois.fr)



Head Office : COTY France SAS, 13 ter Boulevard Berthier, 75017 Paris

Paris,  
July 22, 2024

**Subject: Letter of Recommendation**

Dear Sir/Madam,

I, Sarah MOHAMED, in my capacity as E-Commerce Manager France for the Bourjois brand within the COTY group, hereby certify that Ms. Safae EL MAMOUNI completed a six-month internship within our organization from January 2024, to July 2024.

During her internship, Safae successfully carried out numerous tasks related to the field of e-commerce. She notably participated in the daily management of our e-shop Bourjois.fr, being responsible for e-merchandising and briefing commercial operations (Black Friday, sales, Valentine's Day, gift-with-purchase offers, etc.) for our agency. She also managed multiple product launches, from selecting visual assets to translating and creating product sheets. In parallel, she conducted benchmark studies, which allowed her to carry out projects aimed at improving the online customer experience. Regarding CRM, she was responsible for creating monthly plans, including selecting themes and drafting newsletters. Finally, she worked closely with our SEO agency provider for the writing of articles and landing pages.

Through these tasks, Safae learned to master the Shopify CMS. She developed her operational skills while maintaining a strategic vision. She also strengthened her creativity, her knowledge of the beauty market, and was able to make relevant recommendations regarding an e-commerce website.

Throughout her internship, Safae demonstrated unwavering motivation. Dedicated and passionate about her work, she delivered high-quality results, followed training seriously, and did not hesitate to ask questions. She integrated perfectly into the team and was appreciated by all her colleagues. We were pleasantly surprised by her teamwork spirit, her proactivity, and her communication skills.

Thus, I can recommend Safae with confidence, convinced that she will provide full satisfaction in the work she undertakes within your organization.

*Sarah MOHAMED, E-Commerce Manager France at COTY*