

# Kenza El Assal

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## EDUCATION

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**EDHEC Business School - Master “Grande Ecole” in Business Management** Sep 2021 – May 2025  
Relevant coursework: Marketing, Data Analytics, Economics, Financial Statement Analysis, Strategic Management  
Lille, France

**McMaster University - MBA program – Exchange program** Sep 2024 – Dec 2024  
Relevant coursework: Marketing Analytics, Experiential Entrepreneurship, Project Management.  
Hamilton, ON, Canada

**New York University (NYU) Tisch School of the Arts –** Jan 2024 – Jan 2025  
Online Certificate Program - Business of Entertainment  
Online  
Exploring industry strategies in production, marketing and brand management across film, television and digital platforms.  
Awarded scholarship for excellence in motivation letter.

**Lycée Lakanal - Preparatory classes** Sep 2019 – July 2021  
Two-year intensive program to prepare for France’s top business schools’ national exams.  
Relevant coursework: Advanced Mathematics, Geopolitics, Philosophy.  
Sceaux, France

## EXPERIENCE

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**Procter & Gamble – Brand Manager Intern (Always, Tampax)** Jul 2025 – Dec 2025  
Paris, France

- Co-piloted innovation strategies for Always and Tampax, supported the biggest innovation of the brand on Always Discreet
- Led monthly market analysis in Belgium, delivering strategic recommendations and corrective action plans to optimize brand growth.
- Led the execution of the 360° *Danse avec les Stars* campaign, activating TV, digital, CRM, in-store, and PR

**Ipsos – Qualitative Analyst Intern** Jan 2025 – Feb 2025  
Casablanca, Morocco

- Designed and executed qualitative research studies to uncover consumer insights for Danone.

**L’Oréal – Brand Manager Intern – Zone Europe (Nyx Makeup, Maybelline)** Jan 2024 – Jul 2024  
Paris, France

- Supported the global marketing team in defining strategic brand directions for European local markets.
- Monitored brand performance across countries providing local markets strategic insights.
- Coordinated European-wide campaigns (Home Alone, Wednesday, Beetlejuice).

**Reckitt – Category Manager Intern (Veet, Durex, Intima, Dettol)** Jun 2023 – Dec 2023  
Paris, France

- Managed the category at Leclerc, one of France’s most competitive and demanding retailers.
- Conducted monthly performance analysis of sell-in and sell-out data across various trade marketing levers.
- Restructured the team’s data during the company’s migration to Nielsen.

**Le Bon Marché LVMH – Luxury Sales Associate for REN Skincare** Jun 2022 – Aug 2022  
Paris, France

- Directed customers in a team of 20 at the world’s oldest luxury department store.

**Sunset EDHEC – President (Leadership experience)** Jun 2022 – Jun 2023  
Lille & Nice, France

- Managed a 50-member cultural student organization with a budget of 100k euros.

## SKILLS & INTERESTS

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**Languages:** French (native), Arabic (native), English (TOEFL: 103/120), Spanish (elementary)

**IT Skills** Microsoft Office (Word, Excel, PowerPoint), R Studio, Power BI, Nielsen IQ

**Interests** Piano (12 years of practice), Entertainment (music and cinema)

**Volunteering** 3 years of teaching English and Arabic to children, Casamemoire (historical preservation in Casablanca)