

Kenza EL HASNAOUI

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EDUCATION

2024 - 2026	ESCP Business School Master in Management - Strategic consulting, Business transformation, International Business and Sustainability Core courses: Data-driven marketing, Strategy, Finance, Online Analytics and business intelligence, Digital transformation, Negotiation, Project Management, Sustainability	Paris Turin
2020 - 2024	Nisantasi University Bachelor of Science in Aviation Management – GPA 3,31/4 Core courses: Airline Management and Fleet Planning, Transportation Systems, Total Quality Management, Airport operation and Management, Statistics	Istanbul

WORK EXPERIENCE

Jan – Aug 2027 12mounths	Microsoft Tech company Business Manager Program <ul style="list-style-type: none">Supported commercial orchestration across <i>Public Hospitals (SPH)</i> and <i>Mutuelles</i>, including partner coordination and client prospecting.Developed a deep understanding of the organization and dynamics of the French public health sector, its key actors, and partnership models.Assisted in order tracking, SCC follow-up, and pipeline management to ensure accurate forecasting.Helped organize team meetings and events, preparing agendas, presentations, and coordination materials.	Paris
Jan – June 2024 6 months	Air Car Innovative Aviation Startup Market research & business strategy intern <ul style="list-style-type: none">Conducted a competitor analysis and industry research on eVTOL (Electric vertical takeoff and landing) regulations, market positioning and urban air mobility trends.Developed report on the potential implementation of the vehicle, identifying challenges, branding opportunities and recommendations for future expansion.Prepared PowerPoint presentations based on research findings and assigned topics which were reviewed and presented to investors.	Istanbul
Oct 2022 – Feb 2023 5 months	Legos and Alaamer Watches E-commerce Business Shopify E-commerce & digital marketing assistant <ul style="list-style-type: none">Assisted in digital advertising campaigns on Google and Facebook Ads, analyzing performance data and refining targeting strategies, contributing to a 15% increase in engagement rates.Tracked website traffic and customer behavior using Google Analytics and Shopify reports, identifying trends that improve conversion rates by 8%.Managed customer inquiries and complaints, tracked order issues, refunds and resolutions in Google Sheets, reducing response time and increasing customer satisfaction to 90%.	Remote
Mar - Sep 2022 7 months	Fennexpo Export Consultancy and B2B Trade Company B2B sales & logistics coordinator intern <ul style="list-style-type: none">Sourced and engaged 24 international B2B clients for Turkish exporters, managing the full client acquisition process, from initial outreach on marketplaces and negotiations to closing deals.Prepared invoices, and maintained comprehensive documentation in Excel, ensuring pricing accuracy, timely payments, smooth export operations and client satisfaction.	Istanbul

LANGUAGES & IT SKILLS

French: native | **Arabic: native** | **English: fluent** | **Turkish: fluent** | **Spanish: beginner**

Technical Skills: Proficient in Microsoft Office (Excel, PowerPoint, Word), Google Suite, Marketing & CRM Tools

LEADERSHIP EXPERIENCE & PERSONAL INTERESTS

Asas for Education | Student Association dedicated to assist international students in their academic process in Turkey. Managed and created content for Instagram Page with over 30k followers and assisted 500+ students with their processes. **Ma Ambassador – Ma Petite Planète (eco-challenge):** Promoted sustainability by leading awareness actions and engaging participants in daily environmental challenges.
Interests: Rhythmic Gymnastics, Travel and Music.