



# SBAI Aïda

Brand marketing professional with solid experience in the FMCG industry, developed at Danone France on leading brands. I'm now looking for a new opportunity in Casablanca to apply my expertise in brand management to support the growth of major FMCG brands in Morocco.



## CONTACT



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## SKILLS

Panels : Kantar – Circana

Tools : PowerBi - Mintel

Communication : ICP Process



## LANGUAGES

Arabic



French



English



Spanish



## PROFESSIONAL BACKGROUND

- **July 2021 – today DANONE France – Brand manager**  
Rueil Malmaison – France
  - **Sept 23 – Today – Brand manager Danette**
    - Led the full relaunch of the Danette brand, including a new identity across all ranges and a refreshed brand world to reinforce indulgence and iconicity.
    - Spearheaded Danette's partnership with the Olympic Games, building a 360° activation plan: new supporter-focused TV campaign, packaging disruptions, and a branded stand at Club France.
    - Monitored monthly sell-in performance using Power BI to drive data-informed decisions.
    - Managed innovation projects, including the launch of a new premium dessert range Liégeois Pâtissier, a major EU strategic big bet.
    - Developed the 3-year innovation pipeline, coordinating cross-functional teams (Finance, R&I, Promo, Pricing, PRGM) to relaunch key strategic ranges.
  - **Jan 2022 – Sept 2023 – Brand manager Danone & Velouté**
    - Monitored monthly brand performance and market dynamics (sell-out)
    - Managed the A&P to follow-up closely the budget & identify optimizations
    - Led innovation launches (e.g. Cottage Cheese, Danone Flavored) with full project/activation management.
    - Developed the 3-year strategic roadmap for Danone Cheese.
    - Managed the out-of-home product portfolio and distribution strategy.
    - Oversaw all shopper activations to drive in-store visibility and conversion.
  - **July 2021 – Dec 2021 – Assistant Brand manager HiPRO, Light&Free**
    - Contributed to the launch of HiPRO in France, creating a new high-protein yogurt segment.
    - Supported the rebranding from Taillefine to Light&Free: packaging, campaigns, and performance tracking.
- **July 2019 – Dec 2019 DDB Agency – Internship Assistant advertising manager**  
Paris – France  
Clients : Lactalis (Lactel/LAOC) and L'Occitane en Provence.
- **Jan 2019 – June 2019 BLACK AND GOLD AGENCY – Internship Assistant packaging project manager**  
Paris – France  
Client: Carrefour Private Label Brand (Food - Grocery - DPH)



## EDUCATION BACKGROUND

- **2020 – 2021 SKEMA Business School – Master 2 in International Marketing & Business development**  
Sophia Antipolis – France
- **2020 FONDAÇÃO DOM CABRAL – Master 1 university exchange**  
Belo Horizonte – Brazil
- **2017-2018 SKEMA Business School – License**  
Sophia Antipolis – France  
Common Core, Grande École program
- **2015-2017 ENC Bessières – Classes préparatoires**  
Paris – France  
EC-Technologique
- **2014-2015 AL JABR – Baccalauréat STMG**  
Casablanca – Morocco  
Marketing Specialization, with mention « Très bien »