

# Kenza El Assal

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## EDUCATION

<b>EDHEC Business School - Master “Grande Ecole” in Business Management</b> Relevant coursework: Marketing, Data Analytics, Economics, Financial Statement Analysis, Strategic Management	Sep 2021 – May 2025 Lille, France
<b>McMaster University - MBA program – Exchange program</b> Relevant coursework: Marketing Analytics, Experiential Entrepreneurship, Project Management.	Sep 2024 – Dec 2024 Hamilton, ON, Canada
<b>New York University (NYU) Tisch School of the Arts –</b> Online Certificate Program - Business of Entertainment  Exploring industry strategies in production, marketing and brand management across film, television and digital platforms. Awarded scholarship for excellence in motivation letter.	Jan 2024 – Jan 2025 Online
<b>Lycée Lakanal - Preparatory classes</b> Two-year intensive program to prepare for France's top business schools' national exams. Relevant coursework: Advanced Mathematics, Geopolitics, Philosophy.	Sep 2019 – July 2021 Sceaux, France

## EXPERIENCE

<b>Procter &amp; Gamble</b> – 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° <i>Danse avec les Stars</i> campaign, activating TV, digital, CRM, in-store, and PR	
<b>Ipsos</b> – Qualitative Analyst Intern	Jan 2025 – Feb 2025 Casablanca, Morocco
• Designed and executed qualitative research studies to uncover consumer insights for Danone.	
<b>L’Oréal</b> – 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).	
<b>Reckitt</b> – 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.	
<b>Le Bon Marché LVMH</b> – 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.	
<b>Sunset EDHEC</b> – 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

<b>Languages:</b>	French (native), Arabic (native), English (TOEFL: 103/120), Spanish (elementary)
<b>IT Skills</b>	Microsoft Office (Word, Excel, PowerPoint), R Studio, Power BI, Nielsen IQ
<b>Interests</b>	Piano (12 years of practice), Entertainment (music and cinema)
<b>Volunteering</b>	3 years of teaching English and Arabic to children, Casamemoire (historical preservation in Casablanca)