

Sarah Bentounes

Brand Marketing & Consumer Insights · Product / Brand Manager · FMCG

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Based in France · open to relocation within France · driving licence

Three FMCG marketing roles at Mondelez (Côte d'Or), Bel and Dr. Beckmann: retail panel analysis, consumer testing, packaging and range extensions. I'm now looking for a product or brand manager role in consumer goods.

EXPERIENCE

Assistant Product Manager · Confectionery Jul 2025 – Dec 2025

Côte d'Or · Mondelez International · Internship · 6 months · Paris

- Monthly brand performance reviews and competitive monitoring using Nielsen and IRI panels, to spot growth opportunities across the Côte d'Or portfolio.
- Managed packaging and range-extension projects, coordinating French and Belgian teams to keep deadlines on track.
- Coordinated consumer tests (concept testing) and analysed insights to guide new product development.
- Contributed to digital activation (online campaigns) and point-of-sale communication.
- Created visual pre-briefs with generative AI (ChatGPT, Gemini, Imagen / Nano Banana) for creative agencies, speeding up approvals.

Assistant Brand Manager Jan 2024 – Jun 2024

Dr. Beckmann · Dr. Beckmann Group · Internship · 6 months · Bordeaux

- Tracked brand and category performance with Nielsen panels and shared actionable insights with the marketing team to support sales strategy.
- Ran category studies to identify activation levers and growth opportunities.
- Contributed to product concepts and packaging development, from ideation to testing.
- Built sales enablement tools for field teams - sales arguments, product sheets, sales presentations.
- Managed digital projects, including a website redesign and a TikTok campaign (TTCX).
- Led the development of an automated inventory management tool.
- Online and offline brand activations, in-store display (MEA) concepts, and support in creating a new brand.

Strategic Insights & Business Analyst Jul 2023 – Dec 2023

Groupe Bel · Internship · 6 months · Paris

- Weekly KPI analysis of Bel's brand portfolio using IRI and Kantar panels, supporting data-driven decisions.
- Managed relationships with research agencies (IRI, Kantar, Mintel, IPSOS) - briefs, deliverable approval, quality control.
- Designed and ran ad hoc studies - concept tests, positioning studies, trend analyses, weather-impact assessments.
- Ran ad hoc studies and tracked scorecards.
- Built and maintained brand dashboards to monitor performance and flag strategic risks, supporting repositioning and innovation roadmaps.

EDUCATION

Master's in Digital Youth Marketing & Licensing

IAE Poitiers (CEPE)

2024 – 2026

Master's in Marketing & Business

Administration (MAE)

IAE Nantes (Nantes Université · programme delivered in Sofia (Bulgaria))

2022 – 2024

Professional Master's in Marketing

Management

ENSM (Higher National School of Management)

2018 – 2020

Bachelor's in Information Systems

Université d'Alger

2015 – 2018

SKILLS

Brand & Product Management

Brand positioning · Product lifecycle · Packaging & range extension · Product concepts & innovation · Visual identity & brand books · Brand platform (mission, values, tone of voice) · Bilingual French / Arabic materials

Marketing & activation

Activation & point of sale · Sales enablement tools · Kids & family marketing

Consumer Insights

Consumer insights · Concept testing · Qualitative research (interviews, focus groups) · Quantitative research (surveys)

Market Research & intelligence

Nielsen · IRI · Kantar panels · Competitive intelligence & benchmarking · Category analysis · Trend analysis · Managing research agencies (IRI, Kantar, Mintel, IPSOS)

Data & Excel

KPI dashboards · Excel · Google Sheets · SPSS · Promotion analysis · Operational tools (stock, replenishment)

Project Management

Marketing Research Consultant

Oct 2021 – Jul 2023

Fiverr · Freelance · Remote · international

- More than 70 market research projects in 20 countries across many sectors - FMCG, transport, agriculture, import/export, real estate, fintech, tourism.
- Recruited and managed research teams and contractors for quantitative (surveys, data analysis), qualitative (interviews, focus groups) and desk research (competitive monitoring, benchmarking).
- Notable assignments: expansion study for Sendy (logistics) in South Africa, Tanzania and Egypt, managing the research team.
- Level 2 seller on Fiverr, rated 5/5, international clients from 20 countries.
- Built a loyal client base with recurring orders.

Communications, Training & Project Coordination

Oct 2018 – Jul 2021

Algerian Food Bank · Association SIDRA · Non-profit · Algiers, Algeria

- Designed and delivered training for more than 150 participants on communication issues and tools, adapted to each level.
- Supported more than 100 volunteers - mentoring, follow-up and skills development.
- Created training materials with learning objectives, tracking indicators and assessment methods.
- Led 15 projects from idea to evaluation - team coordination, objectives and results tracking.
- Designed and implemented the communication strategy of the association and its projects.
- Led the communication team and coordinated actions with NGOs and institutions (ministries, embassies, international companies).
- Created and updated website (WordPress) and social media content; followed up partnerships.
- Coordinated projects, including the Algerian Food Bank (2020-2022).

EARLIER EXPERIENCE

Digital Communication & PR Assistant · All In Ad Lab · 2020

Communications Officer · Sharek Program · 2021

Team Manager · Keyna · 2018

Digital Project / Internal Communication Assistant · Yassir · 2018

PROJECTS

Nutri-Score thesis · 2026

A qualitative study with 13 parents. Everyone knows the Nutri-Score, yet it carries little weight at the moment of choice. Five competing forces explain why.

Côte d'Or · range extension · 2025

Managing packaging and range-extension projects for Côte d'Or confectionery with French and Belgian teams.

ENSM thesis · influencers · 2020

A quantitative study of 358 internet users, analysed in SPSS. Content, attachment and information search each have a positive effect on purchase decisions.

Côte d'Or · AI pre-briefs · 2025

Using generative AI to show creative agencies a visual direction from the brief stage, and speed up approvals.

Webradio study · Maghreb · 2021

A survey of 838 young people in Algeria, Morocco and Tunisia to inform a webradio launch. YouTube dominates, social media drives discovery, radio carries little weight.

Cross-functional & multi-country coordination · Agency briefing · Stakeholder management · Budget tracking · Training & team facilitation

Digital & Social Media

Social media strategy · TikTok · Web projects · HubSpot CRM · email campaigns (Mailchimp) · SEO / SEM

AI & Productivity

Generative AI for visuals · Prompt engineering · Building products with AI · Automation (N8N, Notion AI)

Presentation & Storytelling

PowerPoint · Google Slides · Canva · Photoshop · Illustrator · InDesign · Writing & synthesis

CERTIFICATIONS

Inbound Marketing · HubSpot Academy	09/2023
Fondamentaux du marketing numérique · Google	09/2023
SEO Toolkit · Semrush Academy	09/2023

COMMUNITY WORK

Prize winner, Dictionnaire des francophones competition	2023
Project coordinator · Algerian Food Bank	2020-2022
Algerian delegation member · World Youth Forum	2019-2021
Event organiser · Earth Hour	2015-2022

LANGUAGES

French	C2 (TCF)
English	C1
Arabic	Native

References available on request