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TOOLBOX

01 MARKETING

Meta Ads · Content strategy · Influencer marketing · Copywriting · Local SEO · Google Analytics · Attribution & ROI · Reels

02 SALES

E-commerce · Conversion optimization · Lead generation · CRM · Customer experience · Business development

03 PROJECTS

Project management · Agile delivery · Stakeholder management · Budget management · Multi-brand coordination · Team leadership · Notion

04 AI

n8n · Prompt engineering · AI agents · Generative AI · AI image generation · AEO / GEO

CURRICULUM VITAE · 2026

HICHEM CHATBI

DIGITAL MARKETING · SALES · PROJECT MANAGEMENT

Growth is a system. I connect ads, people and data so the numbers move. Seven roles across five markets, from agency and consulting work to building and running my own e-commerce brand solo. I work with AI-native workflows (n8n, agents, prompt engineering) and I am based in Qatar with my own visa.

$151K	€0.50	36.4×	1.3M
SALES IN BEST 12 MONTHS · SOLO	PER PURCHASE · META ADS	ROAS · BEST CAMPAIGN	FRANCOPHONE AUDIENCE

EXPERIENCE

Founder & E-commerce Operator — 2025 – NOW

DZ Mall · Algeria · vintage caps

- Built and ran the brand end to end, solo: product sourcing, content, Meta Ads, orders and customer communication.
- **$151,342** collected through the courier in the best 12 months (19,995,360 DZD; peak May 2026 at $28,317). Turnover, not profit.
- Best Meta campaign: **450 purchases at €0.50**, €224.46 spent for €8,166 purchase value (ROAS 36.38). Across the 6 sales campaigns: €323 spent, €9,885 value, ROAS 30.6, €0.58 per purchase.
- Product photos shot in-house; visuals generated with AI through detailed prompt engineering.
- Built an n8n workflow that checks orders every 15 minutes, tracks parcels with the carrier and sends delivery updates to customers on WhatsApp, with a Telegram copy and failure alerts.

Meta converts DZD sales to EUR at the official bank rate; at the market rate the real ROAS is roughly 19 to 20.

Marketing Consultant — 2025 – 2026

Menassat Realty · Saudi Arabia

- Advised on content strategy, lead generation and paid campaigns for real estate.

Senior Marketing Executive — 2024 – 2025

Starcapital · UAE (remote)

- Took ownership of content strategy and performance across all managed brands.

Marketing Executive — 2023 – 2024

Starcapital Dubai · UAE (on-site)

- Moved on-site to lead day-to-day campaign execution and team coordination.

Marketing Executive — 2021 – 2023

Starcapital · UAE (remote)

- Managed digital marketing for restaurant and franchise brands across the GCC.

CREDENTIALS

2019 Master's in Strategic Management
University of Mascara

2022 Meta Certified Digital Marketing Associate
Meta Blueprint

2023 Meta Ads Advanced
Meta Blueprint

2022 Google Analytics Certification
Google

2020 Digital Project Management
PMI / Coursera

2021 Social Media Marketing Professional
HubSpot Academy

2021 Content Marketing Certification
HubSpot Academy

2024 E-Commerce Marketing Fundamentals
Shopify Academy

IN THEIR WORDS

"Hichem Chatbi was like my right-hand man in almost all of my projects."

PATRICK PELONERO · CEO, STARCAPITAL AGENCY

"He successfully recruited more than 20 team members, built an entire operations process from scratch, launched it, and supervised it independently."

AZIZ HAMIMECHE · CEO, COURRIER AGENCY

"A true Swiss army knife, he made up daily for various shortfalls, adapting and going beyond his role."

GATIEN · DIRECTOR, AHP GROUP (TRANSLATED FROM FRENCH)

"He's someone with quiet strength, a soft power."

CHEF HACEN SOUADJI · DON'T BE CHAI

EXPERIENCE · CONTINUED

Digital Marketing Coordinator
2020 – 2021

DC Agency · France

- Ran social and local visibility for Century 21 and Stéphane Plaza agencies.
- Optimised the Google Business Profiles of multiple agencies: **+40% profile views**, **3× more direction requests**, one consistent profile standard.

Digital Project Manager
2019 – 2020

Courrier Agency · France

- Led the end-to-end build and launch of **Odej**, a breakfast-delivery app, launched on schedule.
- Per the agency CEO: in one year of remote work, recruited 20+ team members and built, launched and supervised an operations process from scratch.

SELECTED PROJECTS

French creators, Dubai market
Brought Anes, a creator followed by 1.3M francophones, into a campaign in Dubai, from the match and the pitch to full content production. Cultural fit over follower count.

INFLUENCER CAMPAIGN LEAD · DUBAI

Don't Be Chai: event & menu
Ran a desert event end to end (planning, branding, logistics, on-site team, a corporate client, Dubai Holding), then led the digital rollout of a new menu with Chef Hacen Souadji. Most attendees visited the restaurant afterwards.

PROJECT & MARKETING LEAD · DUBAI

Chicken Street & Baguette Boss
Creator-led content for two French food brands: taste tests, challenge formats and street interviews, plus an awareness campaign with Nasdas, the most-followed Snapchat creator in France.

INFLUENCER & CONTENT STRATEGY · FRANCE

Nescookies, Paris
Led the packaging redesign of a Parisian cookie brand: creative direction, designers, production and brand alignment, from concept to final output.

PROJECT MANAGER · PARIS

Masterclass copywriting
Wrote the copy and built the slide presentations used in the training programs of two coaches: Marcuus Lawrence (Copyfy) and King D.

COPYWRITER & PRESENTATION DESIGNER · REMOTE

In front of the camera
Presenter and creator on short-format brand videos: comfortable on camera, at ease with direction, and aware of the content from the marketing side.

PRESENTER & CREATOR · UAE

SYSTEMS I BUILD

Every campaign is one model read as a single signal: **audience, offer, creative, channel**. Marketing finds the demand, sales turns attention into revenue, projects make it real, and AI removes the repetitive: n8n workflows, AI agents, generative visuals and AI search optimization (AEO / GEO).

See the proof, not just the paper.

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