PORTFOLIO 2026 · DOHA, QATAR

HICHEM CHATBI

MARKETING · SALES · PROJECTS

Growth is a system. I build the connections between ads, people and data, so the numbers move.

$151K
SALES, BEST 12 MONTHS · SOLO

€0.50
PER PURCHASE ON META ADS

1.3M
AUDIENCE ACTIVATED

THE INTERACTIVE STORY

Visit chatbihichem.com ↗

Scan the code, or tap the button.

MY CV · 2 PAGES

Download my CV ↓

Scan the code, or tap the button.



NEXT THREE QUESTIONS EVERY HIRING MANAGER ASKS →

Three questions. Three proofs.

WHAT EVERY HIRING MANAGER ASKS. ANSWERED WITH RECEIPTS, NOT ADJECTIVES.

THE QUESTION

Can he make money?

$151K

in sales in its best 12 months, built and run solo

- €0.50 per purchase on Meta Ads
- 36.4× ROAS on the best campaign
- Every figure as reported by Meta

See the receipts · slide 03 →

THE QUESTION

Can he run projects and people?

7 roles

in 5 markets: France, UAE, Saudi Arabia, Algeria. Now Qatar

- Odej delivery app launched on schedule
- A desert event run from A to Z
- Packaging taken from brief to final output

Follow the path · slide 10 →

THE QUESTION

Will people vouch for him?

7 voices

CEOs, chefs and colleagues. One of them on video

- “Recruited more than 20 team members”
- “Like my right-hand man”
- “A true Swiss army knife”

Hear them out · slide 19 →

DZ MALL · ALGERIA · SALES COLLECTED THROUGH THE COURIER · OCT 2025 – SEP 2026

$151,342

in the best 12 months.

PEAK MONTH

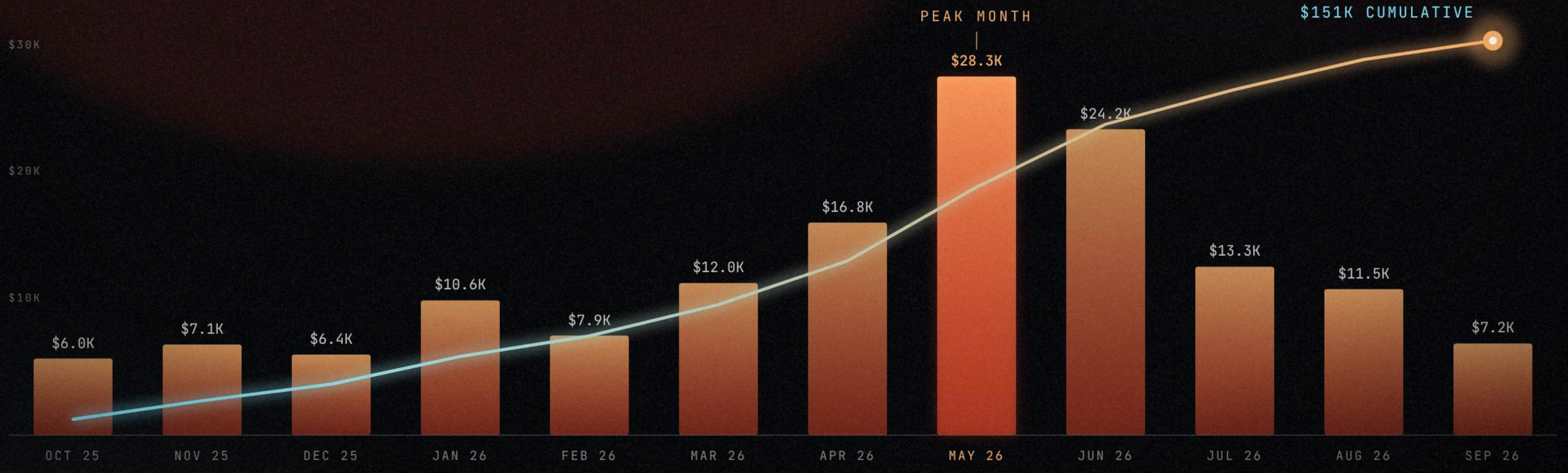
May 2026 · $28,317

COLLECTED THROUGH THE COURIER (DHD)

19,995,360 DZD

BUILT AND RUN

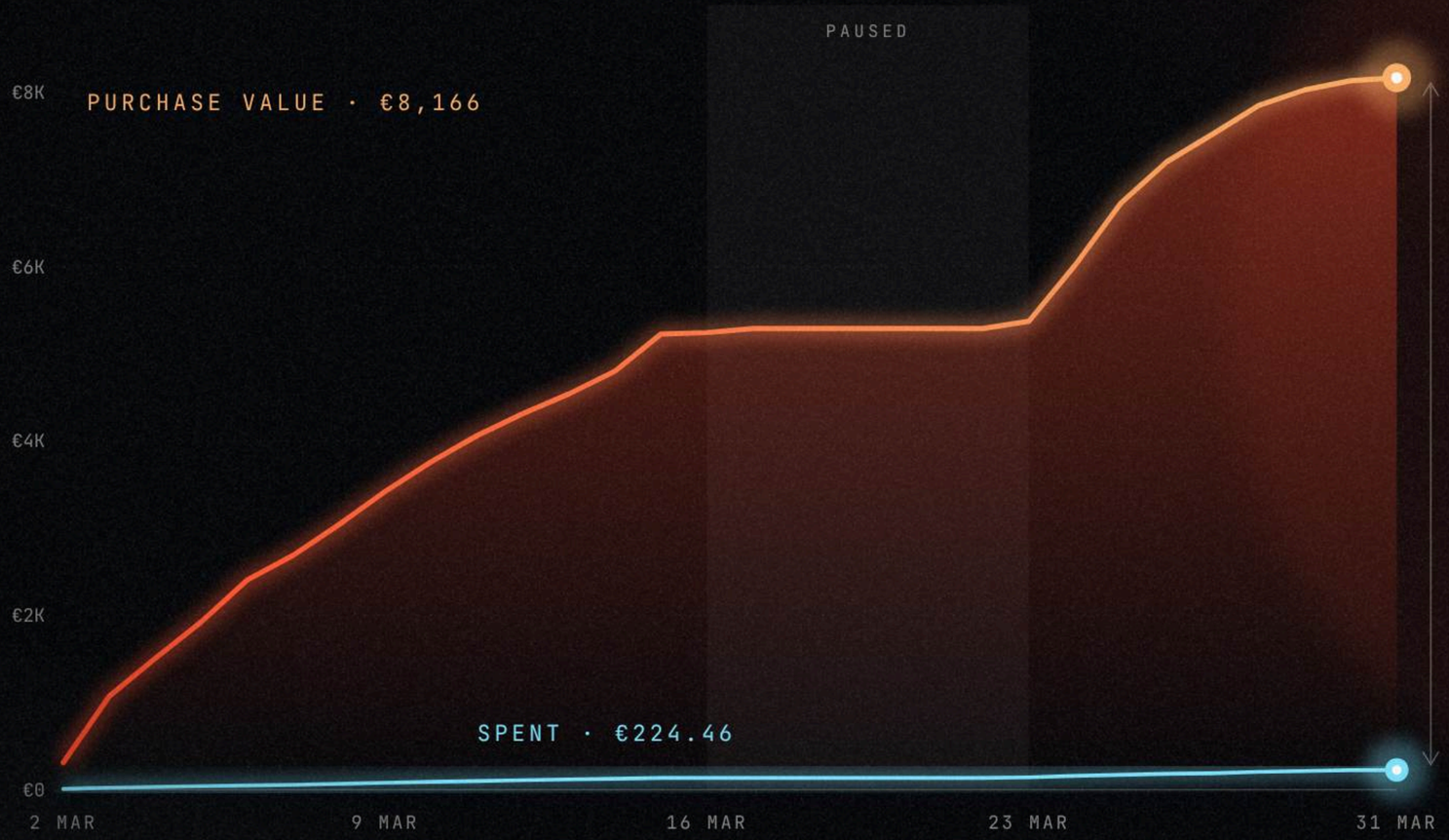
Solo. Turnover, not profit, at the official rate.



NEXT €224 IN, €8,166 OUT: ONE CAMPAIGN →

€224 in. €8,166 out.

DZ MALL · META ADS MANAGER · CAMPAIGN “NOUVELLE CAMPAGNE DE VENTES” · 2–31 MARCH 2026 · CUMULATIVE BY DAY



ROAS

36.4×

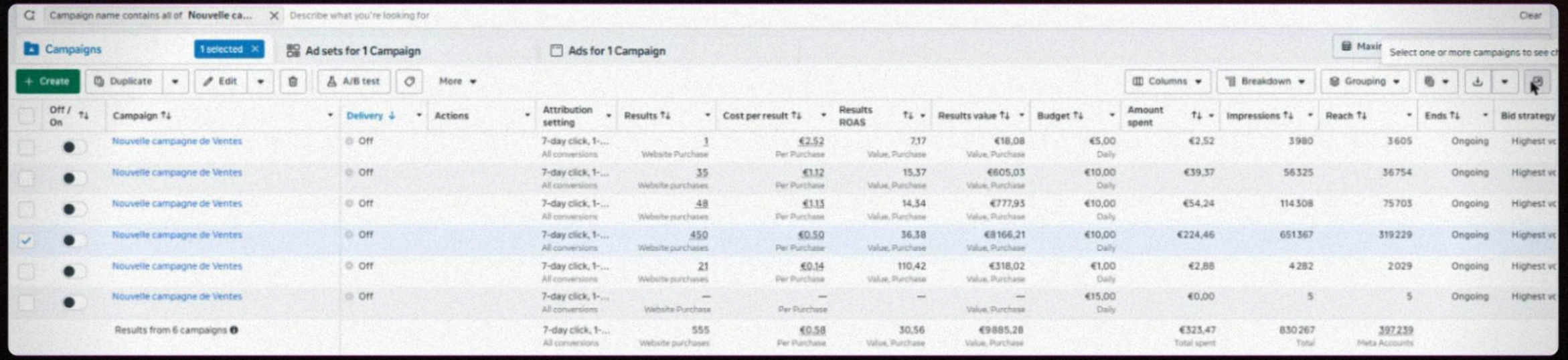
SPENT	€224.46
PURCHASE VALUE	€8,166
COST PER PURCHASE	€0.50
PURCHASES	450

DATA FROM THE LIVE SITE, REDRAWN HERE · EUR · FIGURES AS REPORTED BY META · THE GREY BAND IS A PAUSE IN THE CAMPAIGN

NEXT DON’T TRUST ME. TRUST META. →

Don't trust me. Trust Meta.

META ADS MANAGER · THE SIX SALES CAMPAIGNS · SCREENSHOT PUBLISHED IN THE DZ MALL CASE FILE



Off / On	Campaign	Delivery	Actions	Attribution setting	Results	Cost per result	Results ROAS	Results value	Budget	Amount spent	Impressions	Reach	Ends	Bid strategy
●	Nouvelle campagne de Ventes	Off		7-day click, 1-... All conversions	1 Website Purchase	€2,52 Per Purchase	7,17 Value, Purchase	€18,08 Value, Purchase	€5,00 Daily	€2,52	3980	3605	Ongoing	Highest vc
●	Nouvelle campagne de Ventes	Off		7-day click, 1-... All conversions	35 Website purchases	€1,12 Per Purchase	15,37 Value, Purchase	€605,03 Value, Purchase	€10,00 Daily	€39,37	56325	36754	Ongoing	Highest vc
●	Nouvelle campagne de Ventes	Off		7-day click, 1-... All conversions	48 Website purchases	€1,13 Per Purchase	14,34 Value, Purchase	€777,93 Value, Purchase	€10,00 Daily	€54,24	114308	75703	Ongoing	Highest vc
●	Nouvelle campagne de Ventes	Off		7-day click, 1-... All conversions	450 Website purchases	€0,50 Per Purchase	36,38 Value, Purchase	€8166,21 Value, Purchase	€10,00 Daily	€224,46	651367	319229	Ongoing	Highest vc
●	Nouvelle campagne de Ventes	Off		7-day click, 1-... All conversions	21 Website purchases	€0,14 Per Purchase	110,42 Value, Purchase	€318,02 Value, Purchase	€1,00 Daily	€2,88	4282	2029	Ongoing	Highest vc
●	Nouvelle campagne de Ventes	Off		7-day click, 1-... All conversions	— Website Purchase	— Per Purchase	— Value, Purchase	— Value, Purchase	€15,00 Daily	€0,00	5	5	Ongoing	Highest vc
	Results from 6 campaigns			7-day click, 1-... All conversions	555 Website purchases	€0,58 Per Purchase	30,56 Value, Purchase	€9885,28 Value, Purchase		€323,47 Total spent	830267 Total	397239 Meta Accounts		

BEST CAMPAIGN
the row selected in blue

450	€0.50	36.38	€8,166	€224
PURCHASES	PER PURCHASE	ROAS	PURCHASE VALUE	SPENT

ALL 6 CAMPAIGNS
the total row

555	€0.58	30.6	€9,885	€323
PURCHASES	PER PURCHASE	ROAS	PURCHASE VALUE	SPENT

BY MONTH

Jan 2026: ROAS 26.2 on €557 spent. May 2026: ROAS 21.8 on €2,070, the largest volume.

FULL TRANSPARENCY

Meta converts DZD sales to EUR at the official bank rate. At the market rate the real ROAS is roughly **19 to 20**. Still excellent.

DZ MALL





THE LIVE STORE · THE PRODUCT PHOTOS I SHOOT MYSELF

CASE FILE 01 OF 08

The store behind the numbers.

MY ROLE · FOUNDER · E-COMMERCE OPERATOR · ALGERIA · 2025 TO NOW

I founded **DZ Mall** and ran it end to end: product sourcing, content, Meta Ads and customer communication. No team, no agency, one operator. The product: vintage caps.

I shoot the product photos myself and generate visuals with AI, using advanced, detailed prompts. Every image and ad creative is made in-house.

Orders and confirmations run on n8n workflows I built. See the machine, slide 09 →

E-COMMERCE · META ADS · ROAS · VINTAGE CAPS · PRODUCT PHOTOGRAPHY · PROMPT ENGINEERING · GENERATIVE AI · N8N · CRO

Visit dzmall.shop ↗

NEXT HOW I SEE GROWTH: AS ONE SYSTEM →

Growth is a system.

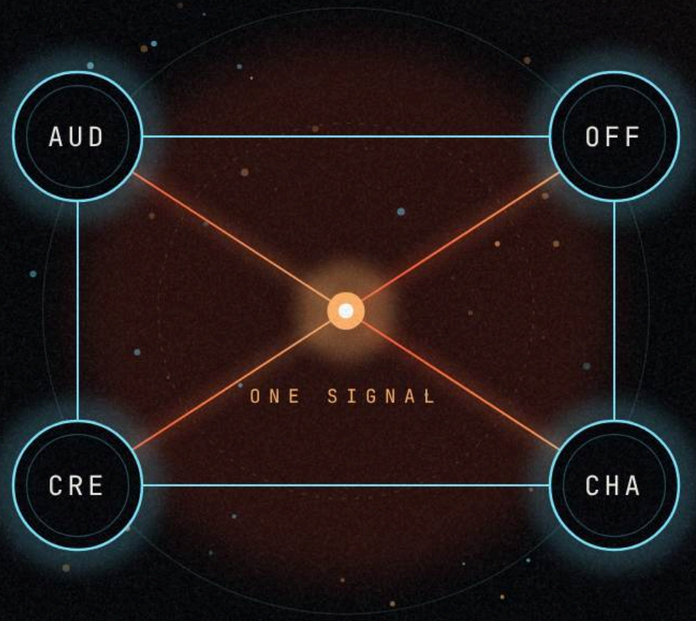
Every campaign is one model, **read as a single signal.**

Audience.

Out of a crowd, find the one segment that actually buys.

Creative.

The frame, hook and visual that stop the scroll.



Offer.

Turn the product into something worth saying yes to.

Channel.

Put it where that audience already is, and measure the return.

INPUT

Human brief

Audience, offer, tone, goal.

→

ENGINE

AI + agents

Hook, script, creative, visual. Workflows that never sleep.

→

OUTPUT

Ready to publish

Reel · Ad · Visual · Flow.

NEXT FOUR ENGINES, ONE GROWTH SYSTEM →

Four engines. One growth system.

I DON'T RUN CAMPAIGNS IN ISOLATION. EACH ENGINE FEEDS THE NEXT.

01 · MARKETING

Finds the demand.

Audience, creative and channel chosen together, so every dollar has a reason.

PROOF

- €0.50 cost per purchase on Meta Ads (DZ Mall)
- Influencer campaigns in France and Dubai
- Local SEO for Century 21 agencies

META ADS · CONTENT STRATEGY · INFLUENCER MARKETING · COPYWRITING · LOCAL SEO · GOOGLE ANALYTICS · ATTRIBUTION & ROI · REELS

02 · SALES

Turns attention into revenue.

Offers, funnels and customer conversations built to convert, not just to impress.

PROOF

- $151K in its best 12 months, built and run solo
- Full journey owned: ads, orders, customer support
- Campaigns that put people in restaurant seats

E-COMMERCE · CONVERSION OPTIMIZATION · LEAD GENERATION · CRM · CUSTOMER EXPERIENCE · BUSINESS DEVELOPMENT

03 · PROJECTS

Makes it real.

Scope, people and deadlines held together from first brief to launch day.

PROOF

- Odej delivery app launched on schedule
- Nescookies packaging redesign, concept to output
- Desert event for Don't Be Chai, run end to end

PROJECT MANAGEMENT · AGILE DELIVERY · STAKEHOLDER MANAGEMENT · BUDGET MANAGEMENT · MULTI-BRAND COORDINATION · TEAM LEADERSHIP · NOTION

04 · AI

Removes the repetitive.

Marketing that runs like software: data decides, agents execute, workflows never sleep.

PROOF

- n8n workflows for orders and confirmations
- AI-generated product visuals and ad creatives
- AI search optimization (AEO / GEO)

N8N · PROMPT ENGINEERING · AI AGENTS · GENERATIVE AI · AI IMAGE GENERATION · AEO / GEO

Orders tracked. Customers told. Nobody typing.

A REAL WORKFLOW · BUILT IN N8N FOR DZ MALL · RUNS EVERY 15 MINUTES · EXPLAINED THE WAY I WOULD TO A CUSTOMER: A TIRELESS ASSISTANT WHO CHECKS, ASKS AND TELLS

READ IN ORDER: 01 TO 05, THEN BACK ALONG THE SECOND LINE, 06 TO 10

01

EVERY 15 MINUTES

N8N · SCHEDULE TRIGGER

A clock that never sleeps

Every 15 minutes, day and night, the system wakes up by itself. Think of a tireless assistant who checks the orders again and again.

02

SHIPPED ORDERS

N8N · HTTP REQUEST TO MY STORE

Ask the store

It asks my online store one simple question: which orders have already been handed to the delivery company?

03

NEW ONES ONLY

N8N · CODE FILTER

Skip what is already done

Orders it already handled are ignored. So no customer ever receives the same message twice.

04

ORDER DETAILS

N8N · HTTP REQUEST + CODE

Open each order

It opens every order to read who the customer is, their phone number and city, then keeps these details in its memory.

05

PRODUCT NAME

N8N · HTTP REQUEST

Find the product

It looks up the product name, so the message says exactly what is on its way, not just: your order.

06

TRACKING NUMBERS

N8N · CODE

Collect the tracking numbers

Every parcel has a tracking number from the delivery company. The system gathers them all in one list.

07

DHD STATUS

N8N · HTTP REQUEST TO THE CARRIER

Ask the delivery company

It sends those numbers to the carrier, DHD, and asks: where is each parcel right now?

08

MESSAGE OR NOTE?

N8N · CODE + SWITCH

Decide what to say

Out for delivery? A failed attempt? Heading to the customer city? Every situation gets its own message. It only sends between 8am and 8pm, never at night.

09

SEND DELIVERY MESSAGE

N8N · HTTP REQUEST TO WHATSAPP

Message the customer

A personal WhatsApp message reaches the customer: your parcel is on its way. They are informed before they even think to ask.

10

TELEGRAM COPY

N8N · TELEGRAM

Keep me in the loop

I get a copy on Telegram, and an alert when a delivery attempt fails. Then it moves on to the next order. Nobody typed a thing.

NEXT THE ROAD: SEVEN ROLES, FIVE MARKETS →

Seven roles. Five markets. One thread.

FRANCE → UAE → SAUDI ARABIA → ALGERIA → QATAR · IT STARTED WITH ONE APP LAUNCH IN FRANCE

2019–2020 · FRANCE

Digital Project Manager

Courrier Agency

LAUNCHED ON SCHEDULE

Led the end-to-end build and launch of Odej, a breakfast-delivery app.

2020–2021 · FRANCE

Digital Marketing Coordinator

DC Agency

LOCAL VISIBILITY UP

Ran social and local visibility for Century 21 and Stéphane Plaza agencies.

2021–2023 · UAE (REMOTE)

Marketing Executive

Starcapital

MULTI-BRAND PLAYBOOK

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

2023–2024 · UAE (ON-SITE)

Marketing Executive

Starcapital Dubai

TIGHTER EXECUTION

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

2024–2025 · UAE (REMOTE)

Senior Marketing Executive

Starcapital

PROMOTED

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

2025–2026 · SAUDI ARABIA

Marketing Consultant

Menassat Realty

NEW MARKET: KSA

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

2025–NOW · ALGERIA

Founder & E-commerce Operator

DZ Mall

$151K IN ITS BEST 12 MONTHS

Built an e-commerce brand from concept: marketing, operations and sales, solo.

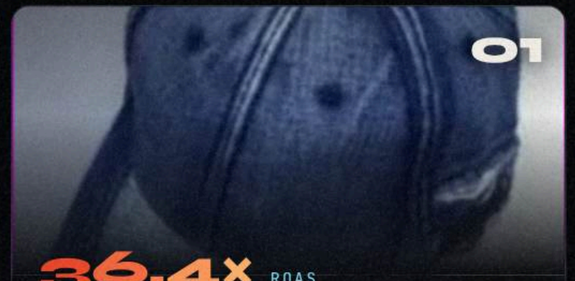
THE NEXT CHAPTER

Qatar. Your team?

Based in Doha · my own visa · open to the right role

Eight files. Real results.

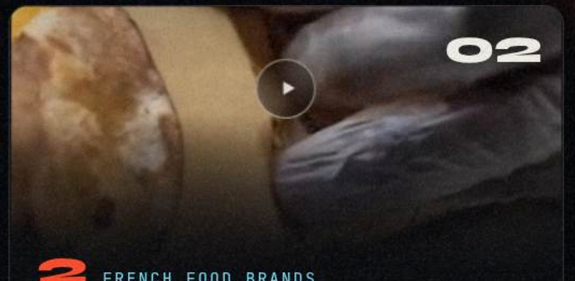
RESTAURANTS, REAL ESTATE AND E-COMMERCE · TAP A FILE TO OPEN IT · EVERY FILE STATES MY EXACT ROLE



36.4x ROAS

DZ Mall: vintage caps

Founder · E-commerce operator



2 FRENCH FOOD BRANDS

Chicken Street & Baguette Boss

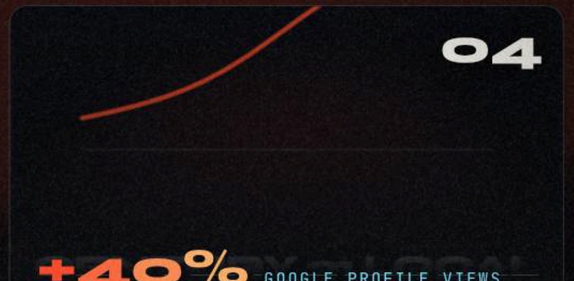
Influencer & content strategy · France



1.3M FRANCOPHONE AUDIENCE

French creators, Dubai market

Influencer campaign lead · Dubai



+40% GOOGLE PROFILE VIEWS

Century 21 local visibility

Digital marketing coordinator · France



A to Z EVENT AND MENU LAUNCH

Don’t Be Chai

Project & marketing lead · Dubai



0 → 1 NEW PACKAGING

Nescookies, Paris

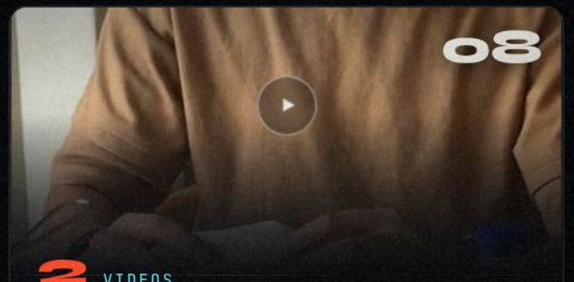
Project manager · Paris



2 COACHES TRAINED

Masterclass copywriting

Copywriter & presentation designer



2 VIDEOS

In front of the camera

Presenter & creator · UAE

CASE FILE 02 OF 08

Chicken Street & Baguette Boss

MY ROLE · INFLUENCER & CONTENT STRATEGY · FRANCE



2

FRENCH FOOD BRANDS

- Creator-led content that drove awareness and footfall
- Street interviews linking real people to the brand
- Awareness campaign built around France's top Snapchat creator

WHAT I DID

I pushed two French food brands in front of the right audiences. For Chicken Street I mixed big personalities with street energy: taste tests, challenge formats and street interviews that made the brand feel alive beyond the menu, with creators Ricci and Golo. For Baguette Boss I designed an awareness campaign with Nasdas, the most-followed Snapchat creator in France, to introduce the brand to a huge French-speaking audience.

WATCH · AND WHAT I DID IN EACH

Ctrl + click (Cmd + click on Mac) opens a video in a new tab. If it opens in the same tab, Back returns to page 1: use the number bar below.

Chicken Street: Ricci & Golo campaign
0:27 · OPEN VIDEO ↗

MY ROLE
I built the concept: big personalities and street energy, with taste tests and challenge formats.

Chicken Street: street interviews
0:31 · OPEN VIDEO ↗

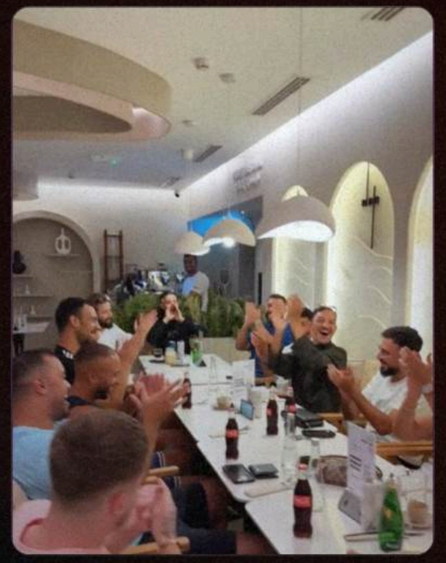
MY ROLE
I designed the street-interview format that makes the brand feel alive beyond the menu.

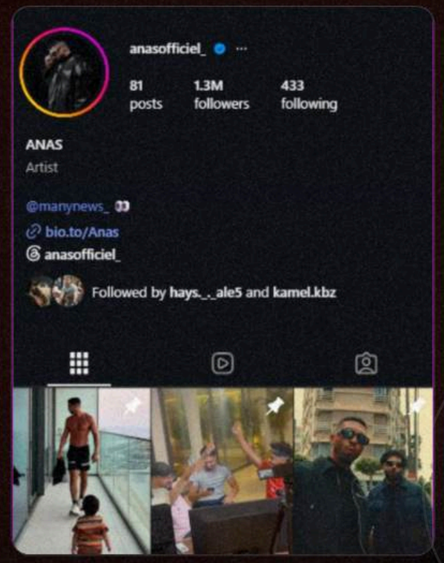
Baguette Boss x Nasdas
0:15 · OPEN VIDEO ↗

MY ROLE
I designed the awareness campaign and brought in Nasdas to reach a huge French-speaking audience.

INFLUENCER MARKETING | CONTENT STRATEGY | SHORT-FORM VIDEO | BRAND AWARENESS







THE CREATOR · THE DINNER · THE 1.3M PROFILE

CASE FILE 03 OF 08

French creators, Dubai market

MY ROLE · INFLUENCER CAMPAIGN LEAD · DUBAI

1.3M

FRANCOPHONE AUDIENCE

- Cultural fit over follower count
- French-speaking audience driven to French restaurant brands
- Full production managed, from briefing to final delivery

WHAT I DID

I brought Anes, a creator followed by 1.3M francophones, into a campaign in Dubai and handled it from brief to delivery: the match, the pitch, the relationship and the full content production. When French influencers visited Dubai I saw a gap nobody was using: French tourists and residents looking for authentic French dining. I coordinated timing, logistics and content direction so the campaign landed while the creators were in town.

WATCH · AND WHAT I DID IN EACH

Ctrl + click (Cmd + click on Mac) opens a video in a new tab. If it opens in the same tab, Back returns to page 1: use the number bar below.

Anes campaign, Dubai

0:43 · OPEN VIDEO ↗

MY ROLE

I handled the whole campaign: the match, the pitch, the relationship and the full content production.

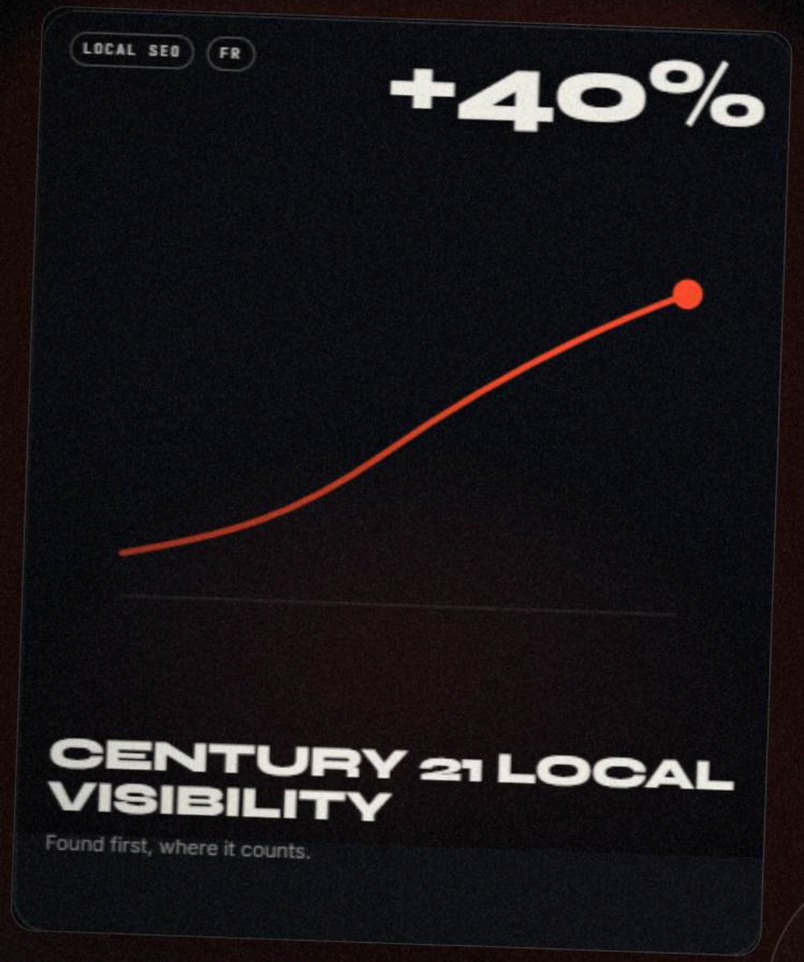
French influencers in Dubai

0:55 · OPEN VIDEO ↗

MY ROLE

I coordinated timing, logistics and content direction so the campaign landed while the creators were in town.

NEXT FILE 04: +40% FROM A GOOGLE PROFILE →



GOOGLE BUSINESS PROFILE | LOCAL SEO | REAL ESTATE

CASE FILE 04 OF 08

Century 21 local visibility

MY ROLE · DIGITAL MARKETING COORDINATOR · DC AGENCY · 2020 TO 2021

WHAT I DID

For Century 21 and Stéphane Plaza I optimised the Google Business Profiles of multiple agencies across France, improving local search visibility, consistency and engagement. At DC Agency I ran social and local visibility for these agencies.

THE RESULT IN THREE LINES

+40%
increase in Google profile views

3x
more direction requests

Multi
agencies, one consistent profile standard

04

NEXT FILE 05: A DESERT EVENT, A NEW MENU →



EVENT MANAGEMENT | BRAND VOICE | SOCIAL MEDIA | F&B

CASE FILE 05 OF 08

Don't Be Chai: event & menu

MY ROLE · PROJECT & MARKETING LEAD · DUBAI

A to Z

EVENT AND MENU LAUNCH

- Concept validated by the public
- Event traffic converted into restaurant visits: most attendees visited the restaurant afterwards
- New menu launched with a fresh brand direction

WHAT I DID

Two projects for the same restaurant brand, run end to end: a desert event, and the digital rollout of a new menu with Chef Hacen Souadji.

WATCH · AND WHAT I DID IN EACH

Ctrl + click (Cmd + click on Mac) opens a video in a new tab. If it opens in the same tab, Back returns to page 1: use the number bar below.

Aristot desert event
1:16 · OPEN VIDEO ↗

MY ROLE
I coordinated everything: planning, branding, logistics, on-site experience and team, including a corporate client, Dubai Holding.

New menu relaunch
NO VIDEO

MY ROLE
With Chef Hacen Souadji I led the digital rollout: brand voice, content strategy, campaign planning and social execution.

→ Hear **Chef Hacen Souadji** on working with me: video testimonial, slide 19









CASE FILE 06 OF 08

Nescookies, Paris

MY ROLE · PROJECT MANAGER · PARIS

WHAT I DID

Nescookies is a Parisian cookie brand. I led the packaging redesign: creative direction, coordination with designers, production and brand alignment, from concept to final output.

THE RESULT IN THREE LINES

0 → 1

a new packaging, brief to final output

1 owner

from brief to finished packaging

Align

design, production and b

NEXT FILE 07: WORDS AND SLIDES THAT TEACH →



Marcuus Lawrence

COPYFY



King D

MASTERCLASS COACH

CASE FILE 07 OF 08

Masterclass copywriting

MY ROLE · COPYWRITER & PRESENTATION DESIGNER · REMOTE

WHAT I DID

I worked with influencers who run masterclasses that help people start and grow their own projects. I wrote the copy and built the slide presentations used in their training programs, for Marcuus Lawrence (Copyfy) and King D.

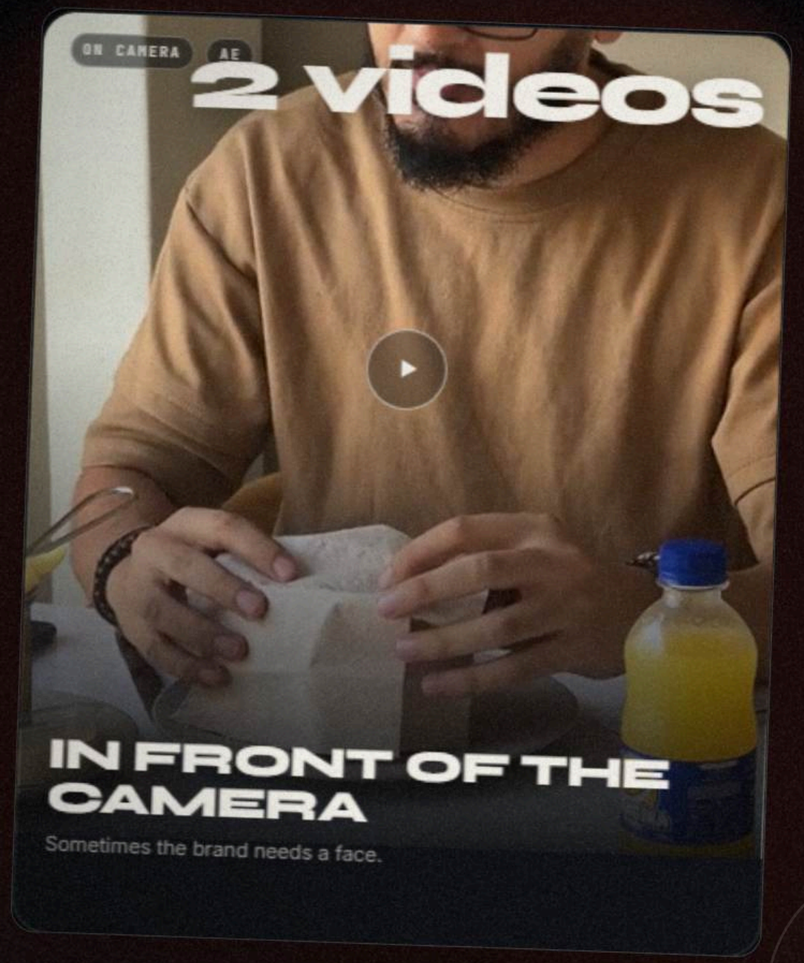
THE RESULT IN THREE LINES

2 coaches trained with my copy and slide decks

Copy persuasive, clear, written for training

Decks structured for a smooth learning flow

07



VIDEO · PRESENTING · CONTENT

CASE FILE 08 OF 08

In front of the camera

MY ROLE · PRESENTER & CREATOR · UAE

2

VIDEOS

- Comfortable on camera, at ease with direction
- Understands the content from the marketing side

WHAT I DID

Sometimes the brand needs a face. If your company needs someone who can step in front of the camera and bring energy to your content, I can do that too: comfortable on camera, at ease with direction, and I understand the content from the marketing side.

WATCH · AND WHAT I DID IN EACH

Ctrl + click (Cmd + click on Mac) opens a video in a new tab. If it opens in the same tab, Back returns to page 1: use the number bar below.

On camera: video 1

0:21 · OPEN VIDEO ↗

MY ROLE

I am the presenter: I step in front of the lens and carry the content.

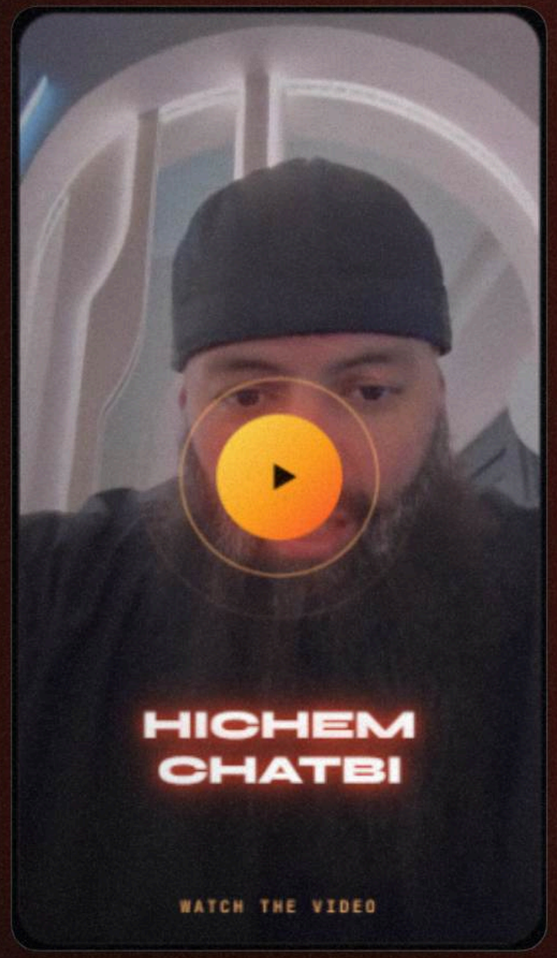
On camera: video 2

0:08 · OPEN VIDEO ↗

MY ROLE

Short format: I present and bring the energy the brand needs.

DON'T TAKE MY WORD FOR IT · TESTIMONIAL 01 OF 07



VIDEO TESTIMONIAL · 0:37

Quiet strength. A soft power.

"Hichem Chatbi, my brother whom I met two or three years ago, I think, during a mission in Dubai. He was working with Starcapital alongside my brother Patrick Pelonero. Hichem, I've honestly analyzed him. He's someone with quiet strength, a soft power. Someone who analyzes, who listens, and who knows how to act accordingly for your marketing, whether it's digital marketing ideas, market analysis, or business development. Really, Hichem is very, very good, and I wish you all the best for the future of your activities around the world. Thank you, Hichem Chatbi. I highly recommend him."

HS

Chef Hacen Souadji

DON'T BE CHAI · VIDEO TESTIMONIAL

Watch the video · 0:37

Ctrl + click (Cmd + click on Mac) opens it in a new tab. Text transcribed from the video.

DON'T TAKE MY WORD FOR IT · TESTIMONIAL 02 OF 07

"Like my right-hand man."

Hichem Chatbi was like my right-hand man in almost all of my projects. He never hesitates and never holds back when it comes to providing help and valuable ideas. He works based on objectives rather than hours. He is a highly versatile person who can focus on several projects at the same time and knows how to organize his time and tasks in order to remain effective. I wish him every success in his professional career.

Patrick Pelonero

CEO, STARCAPITAL AGENCY · CO-FOUNDER, O'TACOS



PATRICK PELONERO AND HICHEM

20+

team members recruited in one year, remotely.

- Built an entire operations process from scratch
- Launched it, and supervised it independently
- Remote work · Courrier Agency

DON'T TAKE MY WORD FOR IT · TESTIMONIAL 03 OF 07

"

Working with Hichem was a truly unforgettable experience. In a very short period of time, we managed to accomplish a great deal together. During just one year of remote work, he successfully **recruited more than 20 team members**, built an entire operations process from scratch, launched it, and supervised it independently. I highly recommend Hichem.

AH

Aziz Hamimeche

CEO, COURRIER AGENCY

WHY IT MATTERS FOR YOUR TEAM

I don't just manage tasks. I can recruit the team, build the process, launch it and run it without supervision.

NEXT FOUR MORE VOICES →

Four more voices.

TESTIMONIALS 04 TO 07 OF 07 · IN THEIR OWN WORDS



Chef Hany Vincent

CONSULTANT, DON'T BE CHAI

"Highly organized, proactive."

I am pleased to recommend Hicham, who worked with us as a Marketing Executive. During his time with the company, Hicham consistently demonstrated a high level of professionalism, dedication, and productivity in all his responsibilities. He was highly organized, proactive, and capable of handling multiple tasks efficiently while maintaining excellent attention to detail.



Alexandre Tragus

SOCIAL MEDIA MANAGER, STARCAPITAL

"Creative, and open to exchanging ideas."

I worked with Hichem at StarCapital, a marketing agency where we collaborated on content creation and digital marketing projects. Hichem was always easy to work with, creative, and open to exchanging ideas. He communicated clearly, listened to feedback, and brought a positive energy to the team.



Rixi Riyaz

UAE LICENSED CONTENT CREATOR

"Professional, supportive, and easy to work with."

I had a great experience working with Hichem Chatbi. As a videographer and video editor, I appreciated his expertise in media marketing and content creation. His creative insights and strategic approach helped improve our content and achieve better results. Professional, supportive, and easy to work with — I highly recommend him.

Gatien

DIRECTOR, AHP GROUP

"A true Swiss army knife."

I knew Hicham professionally during our collaboration at AHP LLC in Dubai. What struck me right away was his availability and his remarkable capacity for work. A true Swiss army knife, he made up daily for various shortfalls, adapting and going beyond his role.

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