

# HICHEM CHATBI

## Marketing, Sales & Project Management

Digital Marketing Specialist | Project Manager | 6+ years of international experience

Based in Qatar | [chatbihichem.com](https://chatbihichem.com) | WhatsApp: [wa.link/yg5nu6](https://wa.link/yg5nu6) | Markets: France, UAE, Saudi Arabia, Canada, Algeria

## PROFILE

I'm Hichem Chatbi — a Digital Marketing Specialist and Project Manager with 6+ years of hands-on experience building marketing operations from the ground up.

My journey started in France managing a breakfast-delivery app launch and grew into overseeing 9 restaurant and franchise brands across the GCC for Starcapital Agency — one of Dubai's leading marketing firms.

Along the way, I've worked on-site in Dubai, consulted remotely for real estate in Saudi Arabia, and founded my own e-commerce brand in Algeria — generating \$97K in the first 12 months.

## PROFESSIONAL EXPERIENCE

### FOUNDER & E-COMMERCE OPERATOR - DZ Mall

2025–Present | Algeria (On-Site)

Founded and managed an e-commerce business focused on consumer products, overseeing digital marketing, advertising, content creation, customer communication, and sales operations.

- Managed social media platforms and content creation.
- Developed content strategies and promotional campaigns.
- Managed Meta advertising campaigns.
- Created product listings and sales content.
- Generated product visuals, ads and banners with AI image tools and structured prompts.
- Built automated workflows for order confirmation, follow-up and customer messaging.

**Results:** \$97K in sales generated within the first 12 months. Built a complete e-commerce operation from concept to execution. Established a recognizable online presence.

**Skills:** E-commerce Operations, Social Media Management, Meta Ads, Content Creation, Customer Communication, Business Growth, AI Image Generation, Prompt Engineering, Workflow Automation, AI-Assisted Content

### MARKETING CONSULTANT - Menassat Realty

2025–2026 | Saudi Arabia (Remote)

Provided digital marketing consultation for real estate projects, focusing on content strategy, advertising campaigns, lead generation, and performance optimization.

- Developed digital content strategies.
- Managed Meta advertising campaigns for real estate listings.
- Built lead generation funnels and optimized CPL.
- Created performance reports and strategic recommendations.

**Results:** Expanded brand presence in a new market. Improved lead quality through targeted campaigns. Strengthened digital brand positioning for real estate.

**Skills:** Marketing Consultation, Content Strategy, Meta Ads, Lead Generation, Performance Optimization, Real Estate Marketing

### SENIOR MARKETING EXECUTIVE - Starcapital Agency

2024–2025 | UAE (Remote)

Oversaw digital marketing across multiple brands, ensuring alignment between content strategy, advertising campaigns, influencer marketing, and performance reporting.

- Led content strategy development for all managed brands.

- Managed advertising campaign planning and optimization.
- Coordinated influencer marketing initiatives.
- Supervised content calendars and campaign execution.
- Prepared marketing reports and management presentations.
- Monitored campaign performance and provided recommendations.

**Results:** Improved marketing consistency across 9 brands. Enhanced campaign effectiveness and ROI. Strengthened digital brand positioning.

**Skills:** Content Strategy, Campaign Optimization, Influencer Marketing, Team Supervision, Performance Reporting, Brand Positioning

## **MARKETING EXECUTIVE - Starcapital Agency**

2023–2024 | UAE (On-Site)

Led day-to-day marketing operations for multiple restaurant brands while coordinating campaign execution, content production, and advertising activities.

- Managed social media planning and publishing.
- Coordinated content production and campaign execution.
- Managed paid advertising campaigns.
- Oversaw influencer partnerships and collaborations.
- Prepared monthly reports and strategic presentations.

**Results:** Improved campaign execution processes. Strengthened collaboration between departments. Enhanced digital brand presence across platforms.

**Skills:** Campaign Execution, Content Production, Paid Advertising, Influencer Partnerships, Cross-team Collaboration, Reporting

## **MARKETING EXECUTIVE - Starcapital Agency**

2021–2023 | UAE (Remote)

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

- Managed social media accounts across multiple brands.
- Developed monthly content calendars and content strategies.
- Planned and monitored Meta advertising campaigns.
- Coordinated with graphic designers and video editors.
- Managed influencer collaborations and promotional campaigns.
- Prepared monthly marketing reports and presentations.

**Results:** Improved brand visibility across digital channels. Enhanced consistency of brand communication. Increased audience engagement and online interaction.

**Skills:** Social Media Management, Content Strategy, Meta Ads, Influencer Marketing, Content Planning, Reporting & Analytics

## **DIGITAL MARKETING COORDINATOR - DC Agency**

2020–2021 | France (Remote)

Supported digital marketing activities for major real estate brands, focusing on social media management, local visibility, content planning, and online reputation management.

- Managed social media platforms and content calendars.
- Optimized Google Business Profiles for multiple agencies.
- Coordinated content creation and publishing schedules.
- Conducted competitor and local market analysis.
- Monitored engagement and online presence performance.

**Results:** Strengthened digital visibility across multiple locations. Improved consistency of brand communication. Enhanced local search presence through profile optimization.

**Skills:** Social Media Management, Local SEO, Content Planning, Reputation Management, Market Analysis, Google Business Profile

## DIGITAL PROJECT MANAGER - Courier Agency

2019–2020 | France (Remote)

Led the end-to-end digital project management for Odej, a breakfast delivery app, from concept through launch — including team building, operations setup, and platform supervision.

- Recruited and onboarded more than 20 team members.
- Built the operations process from scratch.
- Launched and supervised the platform independently.
- Managed cross-functional coordination between design, dev, and ops.

Results: Successfully launched Odej on schedule. Built a complete operational team from zero. Delivered a functional digital product from concept to launch.

Skills: Digital Project Management, Team Recruitment, Operations Setup, Platform Launch, Cross-functional Coordination, Process Building

## CORE SKILLS

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Social Media & Content: Social Media Management, Content Strategy, Content Calendar Planning, Copywriting & Storytelling, Video & Reel Production

Paid Advertising: Meta Ads (Facebook & Instagram), Campaign Optimization, Lead Generation, A/B Testing, Performance Analytics

Project & Brand Management: Project Management, Brand Positioning, Multi-Brand Management, Cross-Functional Coordination, Team Leadership

Digital Marketing Strategy: Marketing Strategy, Market Research, Competitive Analysis, Local SEO & Google Business Profile, CRM & Marketing Automation

E-Commerce & Growth: E-commerce Operations, Conversion Optimization, Customer Experience, Business Development, Revenue Growth

Sales & Client Relations: B2B Sales & Client Acquisition, Cross-Selling & Upselling, Cold Calling & Outreach, Client Needs Assessment, Order Follow-Up & After-Sales Care

AI Search & Automation: AI Search Optimization (AEO/GEO), LLM Optimization, AI Agent Development, Workflow Automation (n8n), AI Marketing Systems, AI Image Generation, Prompt Engineering

Tools & Platforms: Meta Business Suite, Google Analytics, WordPress & Elementor, Canva & Adobe Creative Suite, Notion & Project Management Tools

## EDUCATION & CERTIFICATIONS

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- Master's Degree in Strategic Management - University of Mascara, Algeria (2019)
- Meta Certified Digital Marketing Associate - Meta Blueprint (2022)
- Social Media Marketing Professional - HubSpot Academy (2021)
- Google Analytics Certification - Google (2022)
- Digital Project Management - PMI / Coursera (2020)
- E-Commerce Marketing Fundamentals - Shopify Academy (2024)
- Meta Ads Advanced Certification - Meta Blueprint (2023)
- Content Marketing Certification - HubSpot Academy (2021)