

PORTFOLIO

HICHEM CHATBI

Marketing, Sales & Project Management

Selected case studies and results across France, UAE, Saudi Arabia, Canada and Algeria

6+ years | 20+ brands managed | \$97K in year one with DZ Mall | AI & automation driven

Right influencer. Right place. Right moment.

Influencer Marketing

When I brought Anes — a content creator followed by 1.3M francophones — into a campaign in Dubai, I didn't just pitch an idea. I made it happen from brief to delivery.

Matching the creator to the brand, the moment, and the market

Influencer marketing is not about follower counts — it is about cultural fit, timing, and authentic storytelling. Anes's 1.3M francophone audience was the perfect bridge to reach Dubai's fast-growing French-speaking community.

I identified the match, pitched the concept, managed the relationship, and coordinated the full content production — from briefing to final delivery.



Creating buzz with the right faces

Chicken Street · France

For Chicken Street France, I built an influencer strategy that mixed big personalities, street energy, and real audience connection — making the brand feel alive beyond the menu.

Brought in Ricci and Golo to create content that resonated with their highly engaged audiences — driving awareness and footfall to Chicken Street locations across France.

Took the brand outside the restaurant — street interviews with real people on location, creating authentic content that connected the audience to the Chicken Street experience naturally.

Inviting the right influencer, in the right place, at the right moment

Seizing the Opportunity

When French influencers visited Dubai, I saw an opportunity nobody else was capitalizing on — bringing French tourists and French residents directly to authentic French dining experiences in the city.



Copywriting for Influencer Masterclasses

I worked with influencers who run masterclasses helping people start and grow their own projects. My role was creating the copywriting and slide presentations used in their training programs.



Nasdas. Baguette Boss. Audience. Branding.

Baguette Boss · France

For Baguette Boss France, I designed an awareness campaign with Nasdas — the most-followed Snapchat creator in France — to introduce the brand to a massive French-speaking audience and reveal it as Nasdas's own project.

Making real estate brands visible where it counts

Local SEO & Google My Business

For Century 21 and Stéphane Plaza, I optimized Google Business Profiles across multiple agencies — improving local search visibility, consistency, and audience engagement across France.

- Optimized profiles for multiple Century 21 agencies across regions
- Built consistent posting schedules for local visibility
- Improved review management and response strategy
- Enhanced photo galleries and business info accuracy
- Conducted audits of existing GBP listings across all agencies
- Implemented keyword-rich descriptions and category optimization
- Created local content tailored to each agency's market
- Monitored performance and reported monthly improvements

As Digital Marketing Coordinator at DC Agency, I managed social media and local digital presence for these two major French real estate networks — helping individual agencies across France strengthen their presence in local search results and build stronger relationships with their local communities.

\$97K in year one — built from scratch

DZ Mall · Algeria

Role: E-commerce Sales & Customer Experience Manager. I founded and operated DZ Mall as a solo e-commerce business in Algeria — handling everything from product sourcing and content creation to Meta Ads campaigns and customer communication.

\$97K Revenue — Year 1

\$0.52 Cost Per Purchase

100% Solo Operation

Meta Primary Ad Channel

\$0.52 cost per purchase Achieved through highly optimized Meta Ads campaigns — precise targeting, creative iteration, and continuous performance monitoring to drive maximum ROI at minimum cost.

Product visuals, ad creatives and banners generated with AI: studio quality, zero studio cost.

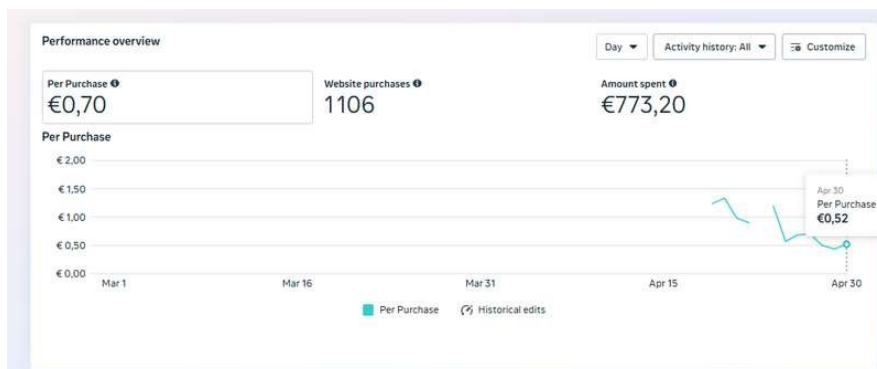
Structured prompts that keep every visual on-brand, from first draft to final export.

n8n workflows for orders, confirmations and follow-ups: less manual work, faster replies.

Product descriptions and ad copy drafted with AI, then refined for the Algerian market.

Data-driven testing of audiences and creatives, down to a \$0.52 cost per purchase.

End-to-end customer journey Managing the full funnel — digital marketing -> paid advertising -> customer acquisition -> order confirmation -> WhatsApp/phone communication -> fulfillment follow-up -> resolving shipping issues -> promotional/re-engagement messages -> customer retention.



Project managed. Concept validated. Restaurant filled.

Aristot Desert Event

I managed the Don't Be Chai presence at the Aristot Desert event — coordinating everything from setup and branding to on-site experience. The event became a real validation of the brand concept: people loved it, and most of them came to visit us at the restaurant afterwards.

Sometimes, you need to enjoy the video.

Behind the Camera

If your company needs someone who can step in front of the camera and bring energy to your content — I can do that too.

New packaging. New identity. Paris.

Nescookies · Paris

As Project Manager for Nescookies Paris, I oversaw the creation of a completely new product packaging — coordinating design direction, production, and brand alignment from concept to final output.

Nescookies is a Parisian cookie brand. I was brought in to lead the packaging redesign project — managing creative direction, coordinating with designers and production teams, and ensuring the new packaging aligned perfectly with the brand's identity and market positioning.



A shared project. A strong collaboration.

Chef Hacen Souadji

Chef Hacen Souadji is a restaurant launcher and chef consultant. We worked together on the Don't Be Chai new menu launch — building a fresh brand direction and growing the restaurant's digital presence.

I led the full digital rollout of the new menu for Don't Be Chai: new brand voice, fresh content strategy, campaign planning, and social media execution. The mission was to create real buzz around the launch and build lasting digital momentum for the restaurant.

Chef Hacen and I collaborated closely throughout the project — aligning the culinary vision with the digital strategy to ensure the brand spoke authentically to its audience.

Hichem Chatbi, my brother whom I met two or three years ago 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. I highly recommend him — my trusted DZ.

Patrick Pelonero

CEO, Starcapital Agency · Co-Founder, O'Tacos

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.

