

RESUME

CHAWKI JEBALI

Marketing - Advertising - Web & SEO - Leads & NBD



CONTACT

Name

Chawki Jebali

Date of Birth

03rd Septembre 1972

Address

26 Bis Rue Abdelaziz Thaalbi
El Menzah 9 - Tunis - Tunisia

Phone

+216 23 30 33 31

Email

chawki@digitalsyndrom.net

SOCIAL MEDIA



<https://www.linkedin.com/in/chawkijebali/>



<https://www.facebook.com/cjebali>



<https://twitter.com/chawkij>

PROFILE

Hello, I'm Chawki Jebali, a Digital Marketing Expert and consultant with a passion for helping businesses thrive in the digital landscape. As the founder and general manager of Digital Syndrom since 2004, I specialize in developing strategic multi-channel communication strategies for my clients. My expertise encompasses a wide range of services, including social media management, web design, and SEO.

Beyond digital channels, I have extensive experience in offline marketing, media planning, and public relations management. I've also had the privilege of sharing my knowledge as a University Expert Professor, giving lessons on e-commerce. With a broad career spanning various industries, my focus is always on creating and implementing effective strategies that lead to tangible results for my clients.

KEY SKILLS

MARKETING DIGITAL

- Social Media editorial planning
- Social Media design
- Social Media video editing
- Social Media analysis and reporting
- Social Media Listening
- Social Media moderation

SEO

- Wordpress SEO
- Content writing and editing
- Google and Bing search engine optimization
- SERP monitoring and Reporting
- Backlinks strategies

WEB DESIGN

- Web Project Management
- Wordpress Expert
- Web graphic design
- Web optimization design
- Web technical care
- E-commerce

GRAPHIC DESIGN & PRINT

- Adobe Illustrator
- Adobe Photoshop
- Canva & Crello
- Offset Print process
- Numeric Print process
- Big format printing



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LANGUAGE

Arabic
Native

French

Write ●●●●●

Read ●●●●●

Speak ●●●●●

English

Write ●●●○○

Read ●●●○○

Speak ●●○○○

Italien

Write ●○○○○

Read ●●○○○

Speak ●●○○○

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KEY SKILLS

OFFLINE MARKETING

- Media Planning
- Media Buying
- Events management
- PR management
- Mailing and Emailing
- Signage

AI & AUTOMATISATION

- AI Tools and prompt engineering

FINANCE & ECONOMY

- Finance Strategy
- Accountant
- Executive Management
- HR Management
- Management Diagnosis
- Budgeting and Planning

- Automatisation Tools

KEY INDUSTRY SKILLS

- Medical and Hospital
- Aviation industry
- Building and construction industry
- Plastic Industry
- Finance & chartered of accountant
- Call Center and CRM
- IT dev & software
- NGO
- E-commerce Shop
- Sports Equipments
- Petroleum Industry
- Real estate
- Food & Restaurant Industry
- Travel Agency

KEY PROJECT LOCATION

AFRICA

- Tunisia
- Algeria
- Libya
- Morocco
- Nigeria
- Kenya

EUROPE

- France
- UK

AMERICA

- USA



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PUBLICATIONS

- 1994 Financial organisation and structure in hotel industry : Hotel Tour Khalef Sousse Case Study
- 1996 Financial engineering : state of play
- 2000 Economic diagnostic : advertising multinational company case study
- 2003 Manual of Procedure for advertising company
- 2013 Lessons for university students on Ecommerce



HOBBIES

- Sports
- Reading
- Technology monitoring
- Travelling

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JOB EXPERIENCES

2004 - NOW

Digital Syndrom

Founder and General Manager

Roles & Responsibilities

Management : Making the company strategy and creating new services.

New Business Dev : Analyse Market, planning access to new market.

Community Management : Analyse Market, monitoring industry, Making agency strategy.

Website project management : website strategy and objectives, hosting advises, website design using Wordpress, website graphic design, SEO strategy and implementation.

Graphic design : design client campaign for offline and online advertising.

Printing project management : support and format expert, deadline management, printing quality management

Media project management: media planning, media optimization, media buying.

Event project Management : Planning, logistic implementation, PR Management, event management before, on event and after.

Financial Management : Accounting, financial statement, financial strategy, social & tax optimization, cash & banking management, HR management, legal management.

2025 - NOW

Socials Analytica

Founder and General Manager

Roles & Responsibilities

Management : Making the company strategy and creating new services.

New Business Dev : Analyse Market, planning access to new market.

Community Management : AI Social Media Management

Website project management : Website design

SEO: AI content creation , SEO strategy

08-2024 - 02-2025

CloudControl

Consultant

Roles & Responsibilities

Community Management : Analyse Market, monitoring industry, Post Scheduling, Ads Campaign

Website project management : website strategy and objectives, hosting advises, website design using Wordpress, website graphic design, plugin configuration.

Graphic design : design client campaign for offline and online advertising.

Printing project management : Brochure and stationary design

Event project Management : Planning, Design and printing management

2013 - 2014

ESSECT Tunis

University Expert Professor

Ecommerce lessons for 2nd year of license (Marketing & web licence - Financial Management Licence)



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PORTFOLIO 1



PORTFOLIO 2

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2010 - NOW

DS Overseas

Founder and General Manager

Roles & Responsibilities

DS Overseas is an offshore subsidiary of Digital Syndrom. My Roles and responsibilities are almost the same in Digital Syndrom :

Management, New Business Dev , Community Management , Website project management, Graphic design, Printing project management, Media project management, Event project Management , Financial Management

2010 - NOW

Below The Line

Founder and General Manager

Roles & Responsibilities

Management : Making the company strategy and creating new services.

New Business Dev : Analyse Market, planning access to new market.

Graphic design : design client campaign, stand, and goodies.

Printing project management : goodies customization

Event project Management : stand, structure, stand customization

Financial Management

2002 - 2004

United Advertising

Administrative & Financial Director

Roles & Responsibilities

Management : Participating in company strategy, making the company internal procedure manual

1998 - 2002

Fortune Promoseven McCann

Administrative & Financial Manager

Roles & Responsibilities

Financial Management : Accounting, financial statement, financial strategy, social & tax optimization, cash & banking management, legal management.

Audit and Chartered of accountant Management : Regional Audit, HQ Audit, Tunisian Audit, Media Audit, Coca-cola Audit, Exxon Mobil Audit.

Human Res. Management: Hiring procedure, HR planning, HR salary negotiation, HR internal policy, HR security and internal behaviour

IT Management : server installation and management, software and hardware maintenance

1997 - 1998

MediaTic

Accountant

Roles & Responsibilities

Financial Management : Accounting, financial statement.

Management : Market study and analysis



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EDUCATION

- 1998 - 2000 University Pierre Mendes France - Grenoble - France
DESS degree in Economic Diagnosis
- 1992 - 1996 Institut Supérieur de Gestion - ISG Tunis
Master degree In Management - Finance
- 1983 - 1992 Lycée Kheireddine Pacha - Ariana - Tunis
Science baccalaureate Degree

PRO TRAINING & CERTIFICATION

- 05 - 2025 AI Fundamentals concept
Make Academy
- 04 - 2025 Social Media AI Automations With Make
Udemy Online Academy
- 04 - 2025 Make - Master no-code automation (Level 1)
Udemy Online Academy
- 08 - 2021 Drupal 8 - Basics
Udemy Online Academy
- 02 - 2019 Joomla 3 - The Basics
Udemy Online Academy
- 10 - 2018 SEO for wordpress Blog in Google (2018 version)
Udemy Online Academy

ON PIPELINE TRAINING

Adobe Firefly - Master Generative AI Art Content Creation
SEO 2025 complete training
Developping on Php7 and Mysql 5 : complete training
The Web developer Bootcamp
Javascript Bootcamp
Master Fullstack developer

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