

Adel DJALI

+33 6 43 01 43 78

adeldjali6@gmail.com

15 Rue du Commandant Rivière, Suresnes (92150), France

[View my LinkedIn profile](#)

SOFT SKILLS

- Creativity
- Integrity
- Pragmatism
- Resilience
- Versatility

SKILLS

- Strategic analysis & consulting (markets, business models)
- Digital marketing & communication (campaigns, press relations)
- Business development & prospecting (KPIs, conversion)
- Project management & coordination (events, logistics)
- Creativity & content production (video, writing, social media)

LANGUAGES

- French : C2 (native)
- English: C2 (TOEIC: 980/990)
- German: C1

IT SKILLS

- Pack Office (Word, PowerPoint)
- Advanced Excel
- AI tools ; Gemini & ChatGPT
- VidIQ & Mittalmar
- Canva Pro
- CapCut
- WordPress

INTERESTS

- **Music:** Piano, concerts for audiences of 100+ (MPAA Saint-Blaise)
- **Literature & Performing Arts:** Usher at Théâtre Jean Vilar, member of Pass' Jeunes Comédie-Française
- **Teaching & Education:** Philosophy and French teacher; English instructor for engineering students in strategy and business
- **Sports & Endurance:** Rock climbing and long-distance running

EDUCATION

2024 : Master in Management (Grande École Program) – ESSEC Business School Paris

- Main courses: Strategy, Marketing, Finance, Management Control, Economics, Law...
- Media & Digital Chair: Marketing, Art & Culture Management, AI, Intellectual Property...

2024 : Master's Degree in Philosophy – Université Paris 1 Panthéon-Sorbonne Paris

- Thesis: "Music and AI: ontological singularity, aesthetic and moral issues"

2023 : Literary Preparatory Class (A/L) – Lycée Fénelon Paris

2020 : Literary Bacculaureate (German European Section) – Lycée Paul Langevin Suresnes

PROFESSIONAL EXPERIENCE

June 2025 - Present : YouTube & Social Media Strategy Consultant Dubai

- **Clients:** Tibo Inshape, Hardisk, Romain Lanéry, Thomas Rebaud, Paul-José M'Poku...
- **Strategic repositioning:** Identifying and designing high-performance video formats aligned with creators' branding and goals, maximizing retention and virality
- **Editorial conception:** End-to-end scripting of high-value videos, creation of impactful titles and hooks, and structuring narratives to maximize watch time
- **Monitoring & ideation:** Trend analysis, opportunity detection, spotting outliers and platform trends, and adapting content to the YouTuber's tone and personality
- **Visual direction:** Writing precise briefs for the creation of impactful and coherent thumbnails aligned with the channel's identity
- **Community growth:** Implementing loyalty strategies, CTAs, and conversion mechanisms to turn audiences into engaged communities and commercial leverage

2025 (4 months): Consulting & Strategy - Roland Berger Paris

- **Strategic analysis:** Sales diagnostics and identification of growth levers
- **Business model development:** Acceleration of the D2C approach and international expansion
- **Market segmentation:** Identification of 5 key customer segments and distribution channels

2024 (3 months): Marketing & Communication – Q-Sounds Recording Label Epinay-sur-Seine

- **Launch strategy:** Led 2 promotional campaigns for emerging artists
- **Press relations:** Wrote and distributed press releases to 30+ media outlets
- **Coordination:** Planned and supervised a 10+ date international tour

2024 (2 months): Content Producer – Radio France / France Musique Paris

- **Video production:** Created 10+ short-form videos for TikTok and Instagram Reels
- **Editorial coordination:** Ensured content alignment with the marketing strategy
- **Producer relations:** Collaborated with 3 experts on a digitalized music project

2024 (3 months): Sales Representative - Collège de Paris Paris

- Prospecting: 80+ calls/day with a 30% conversion rate
- Recruitment: Selected over 200 candidates according to the needs of 20+ companies
- KPI optimization: Analyzed and adjusted commercial strategies

2023 (3 months): Writer & Editorial Strategist – Light On Remote

- Content creation: Wrote articles on news and culture
- Monitoring & insights: Tracked 50+ cultural and entertainment trends weekly
- Editorial strategy: Defined and implemented the editorial line

2022 (2 years – Freelance): Community Management Remote

- Audience: Expanded a community of 300,000+ members on an application
- Monitoring & engagement: Managed 1,000+ daily interactions and optimized loyalty
- Digital strategy: Created content to increase visibility and engagement