

HOCINE DRICI

AI AUTOMATION | DIGITAL MARKETING | GROWTH OPERATIONS

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PROFESSIONAL PROFILE

Business-focused AI automation and digital marketing professional with hands-on experience in agency management, sales development, client acquisition, campaign planning, creative production, and project delivery. Currently building practical AI-enabled business systems and international portfolio projects for French, German, and Algerian market contexts, including customer support, lead qualification, email automation, CRM workflows, reporting dashboards, paid-media operations, and conversion-focused web experiences. Strong background in international marketing and project management, with advanced French, native Arabic, and working English.

CORE EXPERTISE

AI & Automation	ChatGPT, Claude, OpenAI workflows, prompt design, n8n, Make, Zapier, AI-assisted research and content systems
Digital Advertising	Meta Ads, TikTok Ads, Google Ads fundamentals, media planning, campaign structure, audience research, creative testing
Growth & Sales	Lead generation, sales funnels, CRM workflows, follow-up systems, offer positioning, customer journey mapping
Web & Cloud Tools	Next.js, TypeScript, Python, Git, GitHub, Vercel, Docker fundamentals, APIs, responsive websites
Business Operations	Project planning, client communication, proposals, budgeting, task coordination, reporting, quality control
Creative Production	Film direction, cinematography, content planning, creative briefs, visual storytelling, campaign assets

AI AUTOMATION & DIGITAL MARKETING PORTFOLIO PROJECTS

AI Customer Support Platform

IN DEVELOPMENT -
2026

Multilingual customer-service platform designed to help small businesses answer recurring questions and organize support activity.

- Designed chatbot flows for FAQs, lead capture, escalation, and service requests.
- Planned conversation history, admin review, knowledge-base search, and analytics features.
- Defined a cloud-ready architecture with secure data handling and responsive user interfaces.

TOOLS: Next.js, Python, OpenAI API, PostgreSQL, AWS/Vercel

AI Sales Automation CRM

IN DEVELOPMENT -
2026

Lead-management system designed to automate prospect capture, qualification, follow-up, and pipeline visibility.

- Mapped lead sources, qualification rules, sales stages, and automated follow-up sequences.
- Designed AI-assisted email drafting, lead scoring, reminders, and next-action recommendations.
- Planned dashboard views for pipeline value, conversion rates, response activity, and follow-up status.

TOOLS: Next.js, Python, PostgreSQL, OpenAI API, n8n

AI Email Response & Inbox Triage System

PORTFOLIO PROJECT
- 2026

Automation workflow for sorting business emails, detecting urgency, extracting action items, and preparing professional reply drafts.

- Created workflow logic for classification, priority scoring, language detection, and routing.
- Designed approval steps so users review suggested replies before sending.
- Planned reporting for response times, unresolved messages, and recurring customer topics.

TOOLS: Claude, OpenAI, Gmail workflow concepts, n8n, Google Sheets

ADDITIONAL PORTFOLIO PROJECTS

E-commerce Growth Automation System

PORTFOLIO PROJECT
- 2026

Growth operating system for product research, campaign planning, creative testing, customer follow-up, and performance reporting.

- Structured campaign briefs, audience hypotheses, offer tests, and weekly optimization routines.
- Designed automated reporting for spend, revenue, conversion rate, customer acquisition cost, and creative performance.
- Connected marketing tasks with CRM follow-up and content production workflows.

TOOLS: Meta Ads, TikTok Ads, Shopify concepts, GA4, n8n, Google Sheets

AI Marketing Dashboard & Reporting Assistant

PORTFOLIO PROJECT
- 2026

Executive dashboard concept that consolidates campaign data and produces concise AI-assisted performance summaries.

- Defined key metrics, trend alerts, anomaly flags, and campaign comparison views.
- Designed automatic weekly summaries with recommended actions and follow-up priorities.
- Planned exports for management updates, client reports, and team action lists.

TOOLS: Next.js, Python, APIs, OpenAI, PostgreSQL, Google Sheets

Interactive Professional Portfolio & Case Study Website

COMPLETED CORE
BUILD - 2026

Responsive portfolio built to present AI automation, digital marketing, and growth-operations capabilities.

- Built structured sections for services, skills, projects, professional experience, certifications, and contact.
- Integrated a professional profile image, downloadable CV, responsive navigation, motion effects, and project case-study layouts.
- Used Git-based workflows and local development tools to test, revise, and prepare the site for deployment.

TOOLS: Next.js, TypeScript, Framer Motion, GSAP, Git, Vercel

INTERNATIONAL PROJECT & PROFESSIONAL EXPERIENCE

AI Automation & Digital Marketing Consultant

France - Remote | 2026

Independent Portfolio Projects

- Designed French-language AI customer-support and lead-capture workflows for service-business scenarios.
- Built campaign structures for Meta Ads and TikTok Ads, including audiences, offers, creative testing, and reporting.
- Mapped CRM pipelines, automated email follow-up, lead scoring, and customer-journey touchpoints.
- Created dashboard concepts for conversion rate, acquisition cost, response activity, and campaign performance.

Growth Automation & Marketing Operations Consultant

Germany - Remote | 2026

Independent Portfolio Projects

- Designed automation concepts for lead intake, email triage, reporting, and operational follow-up for SME scenarios.
- Structured KPI dashboards covering sales pipeline, campaign performance, customer response, and workflow status.
- Planned privacy-aware data flows, approval checkpoints, role-based access, and secure cloud-ready architecture.
- Built prototypes using Next.js, Python, PostgreSQL, APIs, n8n, Git, and deployment-ready workflows.

Founder & Director

2020 - 2023

Brilliance Media Agency LLC | Algeria / Remote

- Founded and managed a communications and media agency serving small-business and entrepreneurial clients.
- Led client acquisition, sales discussions, needs analysis, proposal development, pricing, and project follow-up.
- Planned marketing campaigns, content calendars, creative briefs, video concepts, and promotional deliverables.
- Coordinated client priorities, production schedules, revisions, deadlines, suppliers, and external collaborators.
- Managed customer relationships from initial contact through delivery, feedback, and repeat-business discussions.
- Developed practical experience in business positioning, offer presentation, negotiation, and service delivery.
- Supervised administrative tasks, project budgets, commercial communication, and operational decision-making.

Communication Agency Manager

2019 - 2020

Independent Communications Agency | Algeria

- Managed day-to-day agency operations, customer requests, project schedules, and delivery priorities.
- Supported sales development through prospecting, follow-up, service presentations, and relationship management.
- Translated client objectives into creative assignments, campaign tasks, and measurable deliverables.
- Coordinated design, media, and content activities while maintaining quality and deadline expectations.
- Prepared project updates, organized approvals, and resolved scope or communication issues.

Sales & Business Development Lead

2017 - 2020

Project-Based Commercial Activities | Algeria

- Built prospect lists, opened sales conversations, identified business needs, and presented suitable service offers.
- Maintained follow-up routines, documented customer feedback, and supported negotiation through to agreement.
- Helped structure marketing messages, service packages, and customer-facing presentations.

- Used relationship-based selling and multilingual communication to support customer trust and retention.

Film Director & Cinematography Project Lead

Project-Based

Independent Creative Projects | Algeria

- Developed concepts, scripts, visual direction, shot planning, and production requirements for creative projects.
- Coordinated participants, locations, schedules, equipment, and production tasks.
- Directed filming and visual storytelling while balancing creative goals, practical limits, and deadlines.
- Applied cinematic thinking to advertising concepts, branded content, and digital campaign assets.

EDUCATION & PROFESSIONAL TRAINING

Project Management Diploma	2016 - 2017
Planning, scheduling, coordination, risk awareness, stakeholder communication, and delivery control.	
International Marketing Diploma	2013 - 2016
International market analysis, customer behavior, sales, promotion, distribution, and commercial strategy.	
Electromechanics Training	2013 - 2015
Technical systems, equipment fundamentals, troubleshooting, and structured practical work.	
Film Directing & Cinematography Certificate	Professional Certificate
Visual storytelling, direction, shot composition, and production planning.	
Health & Safety Certificate	Professional Certificate
Workplace safety awareness, risk prevention, and safe operating practices.	

TECHNICAL TOOLS

AI Platforms: ChatGPT, Claude, OpenAI tools, AI-assisted research, prompt engineering, content and workflow design
Automation: n8n, Make, Zapier, Google Sheets workflows, webhooks and API concepts
Digital Marketing: Meta Ads Manager, TikTok Ads Manager, Google Ads fundamentals, Shopify, GA4 fundamentals
Development: Next.js, TypeScript, Python, Git, GitHub, VS Code, Claude Code, Docker fundamentals
Business: CRM concepts, lead scoring, sales funnels, email sequences, KPI reporting, client proposals, project planning
Creative: Campaign concepts, video direction, visual storytelling, creative briefs, content planning

LANGUAGES

Arabic	French	English
Native	Advanced - TCF Canada C1/B2/C1/B2	Intermediate working proficiency

PROFESSIONAL STRENGTHS

- Business-minded approach that connects marketing, sales, automation, and customer experience.
- Strong ownership of projects, deadlines, communication, and delivery quality.
- Fast learner who uses AI tools to accelerate research, prototyping, documentation, and problem solving.
- Comfortable communicating with customers and teams in Arabic and French, with working English.
- Able to convert broad business needs into structured workflows, project plans, and practical digital systems.
- Available for AI automation, digital marketing, growth operations, client success, and project coordination roles.