

Oussema Djemaa

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Professional Summary

Dynamic media and communication specialist with proven expertise in content creation, digital strategy, and brand development. Passionate about technology and innovation, with solid experience in campaign management, audience engagement, and leveraging data analysis to optimize communication impact.

Professional Experience

Media and Communications Strategist

Production Métallique Jemaa | 2023 – Present

Developed and executed a comprehensive digital strategy, generating over 990 Facebook followers and increased engagement within the first 4 months.

Developed and executed targeted meta Ad campaigns, generating 40% conversion rates

Designed the entire visual identity (logo, website, brand guidelines) and optimized online presence for both PMJ and its spin-off brand, *El Makhzen Déco*.

Launched *El Makhzen Déco*, a B2C brand extension, by building its e-commerce platform (WordPress), creating a full social media content strategy, and automating client communications using Zoho CRM plugins and mailing tools.

Implemented CRM and ERP systems to enhance client management and operational efficiency.

Oversaw content creation and ensured brand consistency across all digital channels.

Digital Transformation Lead

Ste SOJEFI | 2021 – 2023

Led a company-wide digital transformation, integrating advanced management tools such as ERP (Sage 50) and Microsoft Office 365.

Optimized online presence through targeted advertising campaigns and Google Business optimization, increasing inbound traffic and lead conversions.

Optimized online visibility through targeted advertising (Meta Ads, Google Ads), Google Business Profile optimization, and local SEO improvements—resulting in a measurable increase in inbound traffic and qualified lead conversions.

Designed and managed the company's content strategy on Facebook, Instagram, and WhatsApp Business, ensuring consistent messaging aligned with B2B objectives.

Created internal documentation and trained staff on digital tools adoption, ensuring long-term sustainability of new systems.

Spearheaded the transition to digital invoicing and inventory systems, reducing manual errors and increasing operational efficiency.

INTERN: Media and Communication Strategist

Universnews | 2021

Podcast Host & Producer – “GenTech”

Co-created and hosted a podcast in collaboration with WesterWelle Startup Haus Tunis, spotlighting startup founders and local innovations in tech and entrepreneurship.

Conducted interviews, scripted episodes, and ensured editorial quality from recording to publishing.

Immersive Multimedia Content Creator

Produced 360° video reports covering key events such as the national vaccination campaign, pioneering immersive storytelling in Tunisian digital journalism.

Explored new formats to increase viewer engagement and push the boundaries of traditional news coverage.

Visual Identity & Content Strategist

Revamped the brand’s visual identity by creating a detailed media kit and new style guide.

Defined and executed an editorial and social media strategy, leading to improved audience interaction and broader reach across platforms.

Communication & Digital Strategy Lead

RTCI (Tunisian National Radio) 2019 | Tunis, Tunisia

Community Manager (CM)

Grew Instagram followers from 113 to 900+ in just one month by designing and executing a consistent, story-driven content strategy focused on innovation, culture, and behind-the-scenes coverage.

Engaged with the audience daily through comments, DMs, polls, and live sessions, boosting reach and interaction organically without paid promotion.

Developed and applied a brand guideline for Campus RTCI, strengthening the show’s visual identity.

Digital Media Strategist (DMS)

Led the visual rebranding of *Campus RTCI* by creating a comprehensive brand guideline, including templates, typography, and tone-of-voice documentation for web and social channels.

Managed scheduling, coordination, and digital promotion for multiple RTCI programs, ensuring message consistency across platforms.

Podcast Host & Producer – “TechTEasy”

Created and hosted a weekly podcast in English focused on emerging tech trends and digital culture in Tunisia.

Developed editorial lines, invited local tech leaders, and managed the post-production process (editing, publishing, promotion).

Positioned RTCI as an early adopter of podcasting in the region, reinforcing the station's digital relevance.

Co-Founder & Communication Strategist

Onism XR 2020 – 2021 | Tunisia

Participated in international panels as a member of AIXR, highlighting the impact of AR/VR in marketing and advertising.

Authored specialized articles on immersive technologies and their applications in marketing and brand strategy.

Education

Licentiate in Journalism and Communication – Université Centrale Tunis (2018 - 2021)

BA in Communication Science and Publishing – University of Vienna (2017 – 2018)

Key Skills

Digital Communication: Social media strategy, content creation, podcast production, branding, strategic monitoring, and trend analysis.

Technical Tools: CRM, ERP, Adobe Premiere, Autodesk Fusion, data analytics tools, immersive media platforms, Final Cut Pro, Canva, Google Tag Manager, WordPress, UTM management, Facebook Pixel.

Web Skills: HTML, CSS, JavaScript (script comprehension), meta tags, technical SEO optimization.

Languages: French, Arabic, English, German.

Soft Skills: Creative problem-solving, strategic thinking, cross-functional collaboration.

Certifications

Pre-incubation Program OST – Open Startup Tunisia (March 2021)

Web Development Level 2 – GoMyCode (August 2020)

Media Development – Deutsche Welle Akademie (January 2020 – 360° Immersive Journalism)

ÖSD Certificate (German – Level B2) (June 2016 – Russian Cultural Institute, Vienna)

IELTS 2017 – Level C1

Affiliations & Projects

Enactus Tunisia

TechITEasy Podcast: Created and hosted a successful podcast on technology and innovation, increasing audience engagement for RTCI.

360° Media Coverage: Produced immersive storytelling content for Universnews, covering the vaccination campaign (final year project).

AR vs VR in Education – AIXR Insights: Explored the educational uses of augmented and virtual reality, comparing their impact on immersive learning.

AI is Mid : Created a Podcast and co-hosted with ChatGPT a full podcast about AI is sometimes mid, and how it is actually not that scary.