

FIG. 01 — AT THE MEDIA WALL

THE MOROCCAN GRIOT

OTHMANE EL JADID

Political analyst, broadcaster, writer & host.

Live analyst on **Al Jazeera Mubasher**. Creator and host of the **Moroccan Lounge Show** and the **Ness Ness** podcast. Author of *Moroccan Rhapsody*, founder of the Moroccan Writers Association, trainer and creative director.

ARABIC · FRENCH · ENGLISH

CASABLANCA · MACERATA · REMOTE

2026

SELECTED ON AIR ↘

TUNE IN · LINKS IN THE PDF



01 · AL JAZEERA MUBASHER



02 · MEDI1 TV



03 · L'ODJ TV

AL JAZEERA MUBASHER · MEDI1 TV · L'ODJ · SNRT · R212

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A MOROCCAN VOICE

on air, on stage & on the page

I am a Moroccan political analyst, broadcaster and writer. From November 2025 to June 2026 I was a regular guest analyst on **Al Jazeera Mubasher**, live on regional politics, humanitarian crises, youth movements and the role of media in public debate.

Since 2022 I have created and hosted two programmes on L'ODJ: the **Moroccan Lounge Show**, a literary and cultural talk show, and **Ness Ness**, a long-form podcast whose 14 episodes run from Islamic culture and entrepreneurship to artificial intelligence and youth. I wrote the novel *Moroccan Rhapsody*, created the bilingual collective book *Creative Crossroads*, and in 2020 founded the **Moroccan Writers Association**: 150+ members, 70+ events.

I also ran my own communication agency, managed partnerships for four years at a Moroccan university, and train young people in storytelling, entrepreneurship and negotiation. I am now studying for an MA in International Relations at the University of Macerata, Italy.



SIGNING MOROCCAN RHAPSODY



BACKSTAGE

IN NUMBERS ↘

395K
views on one Instagram clip from my Ness Ness episode with Hind Mahrid

400K+
cumulative views on my shows, podcast and videos

14
Ness Ness episodes hosted on L'ODJ

7+
Moroccan Lounge Show episodes created and presented

70+
events produced and hosted, up to 500+ participants

150+
members in the national association I founded

1,550+
posts designed for the association: 300K+ views

8.5K
Instagram followers · verified creator

WHAT I DO ↘

01 **Analysis** — live TV, op-eds and briefings on Morocco, the Maghreb and MENA

02 **Hosting** — shows, podcasts, panels and events

03 **Writing** — a novel, a collective book, essays and stories

04 **Creative direction** — brands, campaigns and cultural events

WHAT I TALK ABOUT ↘

MOROCCAN & MAGHREB POLITICS

YOUTH & CIVIC ENGAGEMENT

MEDIA & PUBLIC OPINION

ELECTIONS & PARTIES

WESTERN SAHARA & DIPLOMACY

EUROPE–MAGHREB & MIGRATION

CULTURE & LITERATURE

ENTREPRENEURSHIP

AR native (incl. Darija) · FR C1 · EN C1

ON AIR

• LIVE

Regular guest political analyst, live, in Arabic: translating complex regional questions into clear, structured readings for a pan-Arab audience.

live, in Arabic





WHAT I COVERED ↘

- **MENA politics and conflict dynamics**, from a Moroccan and Maghreb perspective
- **Humanitarian crises**, incl. interactive sessions with guests in Gaza: displaced families on the ceasefire, paramedics in Khan Younis
- **Youth movements** and civic engagement
- **The role of media** in shaping public debate

WATCH MY AL JAZEERA CLIPS
scan, or click in the PDF

TV GUIDE · OTHER APPEARANCES ↘

MEDI1 TV	***L'Afrique en Culture***, with Amna Ferhati, on *Creative Crossroads*
L'ODJ	***Gha Bsiassa***, art meets politics in quick-fire questions: youth episode, 85K+ views
SNRT INT.	On *Moroccan Rhapsody*: identity, exile and ambition
MEDI1	*Job Story*
ONLINE	Jalsat Chay · Shoutout LA, Moroccan talent abroad · Moroccan Storytellers

IN THE PRESS

Interviews, profiles and features about my work as an author, cultural organiser and creator, in Morocco and abroad, in Arabic, French and English.

10 features & interviews

3 languages: AR · FR · EN

2 countries: Morocco & USA

Shoutout LA

PROFILE · USA

Meet Othmane El Jadid

Author, journalist, president and founder of the Moroccan Writers Association, and behavioral science coach: an international profile of Moroccan talent abroad.

READ / WATCH ↗



MEDI1 TV · L'AFRIQUE EN CULTURE

SNRT Internationale

TV · BOOK

Moroccan Rhapsody: identity, exile and ambition

A conversation on my English-language novel.

READ / WATCH ↗

Medi1

RADIO · JOB STORY

« Quand on veut, on peut »

My career path, from artist management to founding cultural organisations and producing literary content.

READ / WATCH ↗

News Plus

ONLINE · AR

تقاطعات إبداعية

Coverage of the Creative Crossroads collective book and tour.

READ / WATCH ↗

Chououne

ONLINE · AR

بعد إطلاق مشروع «تقاطعات إبداعية»

Feature on the launch of the Creative Crossroads project.

READ / WATCH ↗

Basryatna

ONLINE · AR

A literary movement

Coverage of the Creative Crossroads project.

READ / WATCH ↗

VIDEO INTERVIEWS & TALKS ↘

YOUTUBE · JALSAT CHAY

Career reflection

Turning points, the creative industries and my passion for storytelling.

INSTAGRAM · MOROCCAN STORYTELLERS

Beginnings

My early writing, the mentors and the memories behind my work.

L'ODJ MEDIA · GHA BSIASSA

Art meets politics

A fast-paced talk show on the role of artists in politics.



MOROCCAN LOUNGE SHOW

books, art & ideas

A literary and cultural talk show I created, co-wrote and presented on L'ODJ TV, made with the Moroccan Writers Association. Each episode sits down with an author, artist or intellectual to explore Moroccan literature, music, poetry, cinema and ideas.

MY ROLE

Concept, editorial line, guest booking, scripts and on-camera presenting, in Arabic, French and English.

CONTENTS

EPISODES & GUESTS

01 **Riad Ayoub**
being a young Moroccan author · Mar 2022

02 **Najwa Benchebab**
psychologist, on her book *Voyage vers soi* · Apr 2022

03 **Hicham Lasri**
filmmaker, novelist, comics artist: cinema and literature · Jun 2022

04 **Yahya Ichakdi**
giving the floor to young speakers · Aug 2022

05 **Life skills**
why they matter more than studying · Aug 2022

06 **Achraf Chakir**
between rap and poetry: slam

07 **Bookstagrammers**
the new face of women's literature?

08 **Bouchra Madkour**
slam poet and theatre actress · Jun 2023











NESS NESS

half coffee, half milk.

MY MOST-VIEWED CLIP ↓
395K VIEWS ON INSTAGRAM

The long-form podcast I host, named after Morocco's half-coffee, half-milk. Fourteen honest conversations with Moroccan voices on culture, society, work and entrepreneurship.
Full playlist ↗





Rachid Achachi

PROMO: 93K+ VIEWS ON YOUTUBE

Economist and columnist: where are we taking our youth, between megaprojects and crushed ambitions?



Nabil "Bololo" Belharich

Comedian and content creator, one of the early names of Moroccan YouTube, on comedy, the spotlight and finding a way out of depression.

TRACKLIST ALL 14 GUESTS

01 **Yasmine Taleb** — coaching and creativity
02 **Fatima Zahra Erraghmi** — the teachers' strike
03 **Rachid Sbabou** — literature in Morocco
04 **Mohcine Boubkraoui** — entrepreneurship in Morocco
05 **Hind Mahrid** — Islamic culture in Morocco
06 **Nabil "Bololo" Belharich** — comedy and the spotlight amid depression
07 **Loubna Belabbas** — building hope through sport
08 **From the Atlas to the galaxy** — a journey through the stars
09 **Nouhaila Chab** — will AI compete with humans for jobs?
10 **Khalid El Housni** — is there still room for new entrepreneurs?
11 **Ismail Belhass** — business, coaching and e-commerce
12 **Rachid Achachi** — youth between megaprojects and crushed ambitions
13 **Hani El Harrak** — social care for abandoned children
14 **Dr Younes Amahrouss** — the reality of entrepreneurship in Morocco

BOOKS, ESSAYS & STORIES

from the idea to the tour



NOVEL · ENGLISH · 283 PAGES

Moroccan Rhapsody

The journey of Charaf, a boy from Casablanca, through identity, exile and ambition, drawing on psychology, philosophy and real events. On Amazon, at DSM bookstores and on Goodreads; presented on SNRT Internationale.

COLLECTIVE BOOK · ARABIC–ENGLISH

Creative Crossroads · تقاطعات إبداعية

A bilingual book by young Moroccan writers that I created and directed, toured in Marrakech, Casablanca and Rabat (100K+ views online). Presented on Medi1 TV; covered by News Plus, Chououne and Basryatna.

ON MY BLOG ✦ ESSAYS

The 1981 Moroccan hunger games

The Casablanca bread riots of June 1981.

Habibi Funk

Casablanca's record shops and the revival of Arabic funk.

Homo-nihilis · **Born canceled**: essays on meaning, culture and comedy.

قصص ✦ IN ARABIC

قصة غلطة — a ten-part short-story series

أطلال, شو بخاف — prose pieces

من هلأ لوين — my picks of the best Arab films

25
posts on my blog



Letters of the Invisible

I was the artistic director of the whole book, a collection of letters: visual concept, cover, layout, marketing roll-out and publishing, through to the launch.

NATIONAL YOUNG AUTHOR · 2026
FINALIST

Finalist, National Young Author Competition (2026) · **Founder** of L'Élite Nationale des Auteurs, a national initiative for Morocco's most promising young writers (2024 – 2026)

> *"Writing about identity and resilience, I aim to create meaning and drive transformation."*

THE MOROCCAN WRITERS ASSOCIATION

A national platform that nurtures Moroccan writers, promotes Arabic and bilingual literature, and turns reading into live events, programmes and partnerships.



CITY RHYMES UNDERGROUND · APRIL 2026

150+
active members in 11 teams, led by 8 team heads

70+
events: talks, salons, concerts, tours

1,550+
posts designed · 300K+ views

4K+
followers grown organically

FLAGSHIP EVENTS ↘

MOROCCAN WRITERS ✦ ADMIT ONE
CASABLANCA ECHO
500+ participants
on a minimal budget
EVENT N° 01

MOROCCAN WRITERS ✦ ADMIT ONE
CITY RHYMES
15 artists on one night
artistic direction & hosting
EVENT N° 02

MOROCCAN WRITERS ✦ ADMIT ONE
LONDON TO CASABLANCA
a literary bridge
between two cities
EVENT N° 03

MOROCCAN WRITERS ✦ ADMIT ONE
CREATIVE CROSSROADS
the book tour
Marrakech · Casablanca · Rabat
EVENT N° 04

+ BOSTON an event with The French Library and Brookline Booksmith

PROGRAMMES I DESIGNED ↘

UNIVERSITIES
The Literary Dream
A network of university literary clubs: selection and mentoring of club leaders.

AFRICA · ONLINE
African Master Class
Free online masterclasses in writing and creative skills across the continent.

RURAL MOROCCO
Caravane Littéraire
Libraries and reading activities brought to rural villages.

2024 – 2026
L'Élite Nationale des Auteurs
Morocco's most promising young writers: mentoring, visibility, a voice in cultural policy.

Media partners — Medi1 TV, Hit Radio, L'ODJ Media and Morocco World News; sponsorship offers with visibility and CSR co-branding.



FIVE YEARS OF MOROCCAN WRITERS

From a group of young writers to a national platform: clubs, festivals, open mics, books and a free online academy, run by a board of six volunteers.

2020

LAUNCH

Founded with one mission: promote Moroccan literature and culture among young people. First meetings, first recruits.

2021

FIRST EVENTS & FIRST CLUBS

World Poetry Day, 21 March: our first in-person event, with Moroccan writers and the ALC. The Literary Dream opens its first university clubs, in Béni-Mellal and Agadir.



POETRY DAY 2021



CLUB · BÉNI-MELLAL

2022

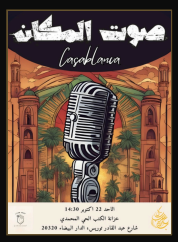
NATIONAL EXPANSION

Clubs in several Moroccan cities. **African Master Class**: free online masterclasses for learners across Africa during the pandemic.

2023

A NATIONAL STAGE

Sout Lmkan (صوت المكان), Casablanca, 22 October: writers, poets and musicians in an immersive evening. **Bin Lwraq** (بين الأوراق), Tangier, 25 December: our first literary open mic in the north.



POSTER



BIN LWRAQ



POSTER

2024

STRUCTURE & CREATIVE CROSSROADS

A headquarters at Al Onq Youth House. **Creative Crossroads** launches in October: Les Étoiles de Marrakech, then the Bibliothèque Hassan II in Casablanca. 100K+ views across three editions.



MARRAKECH



CASABLANCA



THE BOOK

PARTNERS & ALLIES ↘

Scouts du Maroc · Association Les Galiens · L'ODJ · Still Apollog Magazine · Medi1 TV · Hit Radio · Morocco World News

ALSO ON AIR ↘

Spoken Virtual Reality, our audio-visual series, with a loyal monthly audience.



ON STAGE

I design and deliver hands-on workshops for students, young entrepreneurs and creatives, and I sit on juries for national student competitions.

01 *Creative writing & storytelling*

From idea to manuscript, personal voice, the Hero's Journey, bilingual writing and publishing in Morocco.

02 *Entrepreneurship, branding & AI marketing*

Business models, personal and brand identity, content strategy, AI tools, pitching for investors and audiences.

03 *Negotiation & social skills*

My live format "The Art of Negotiation", decision-making, communication, leadership and motivation.

PROGRAMMES DELIVERED ↘

- **INSPAIRX** — "Démarre ton business", Master Class BOOST and Boost Up Career: 130 participants from 12 regions
- **Enactus Bootcamp** — trainer for student teams; Team Leader at Enactus (2019 – 2021) on projects linked to the UN Sustainable Development Goals
- **Clubs, SMEs and associations** — consulting and coaching in communication, events and partnerships since 2020

90 MIN TO HALF A DAY · IN PERSON OR ONLINE · AR · FR · EN

UNIVERSITIES · STUDENT CLUBS · INCUBATORS · NGOS · CULTURAL INSTITUTIONS



ON A PANEL



KEYNOTE ON STAGE

JURIES & DISTINCTIONS ↘

JURY
Enactus Morocco National Competition · Sustainable Innovation Fest
2025

JURY
The Pitch, 8th edition, ENCG Settat · also panelist
2025

PANELIST
Hult Prize OnCampus
2024

JURY
Hassania Junior Entreprise
HJE

SPEAKER
Top Speaker, EnsatPress · expert, INSPAIRX Career Club
2023 · 2025

CAMPAIGNS & BRANDS

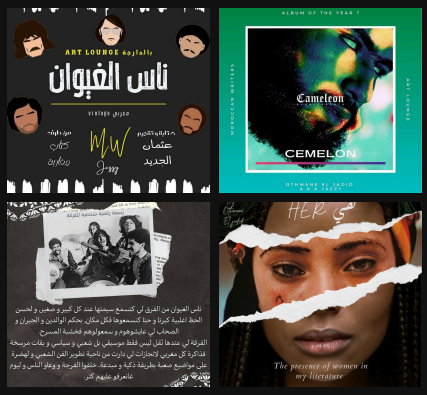
Before and alongside the media work, I built brands: as founder of companies, as artistic director, and as the designer behind hundreds of visuals.

800+ designs for Moroccan Writers

10+ visual identities

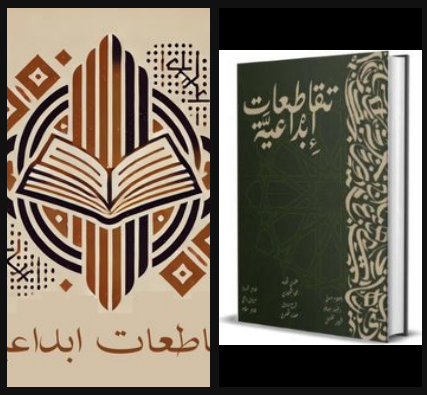
9+ creator logos

5 Art Lounge episodes



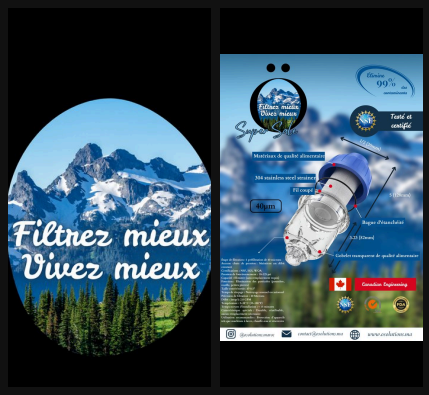
01 ART LOUNGE

Moroccan Writers visual series: Nass El Ghiwane, album artwork, women in literature.



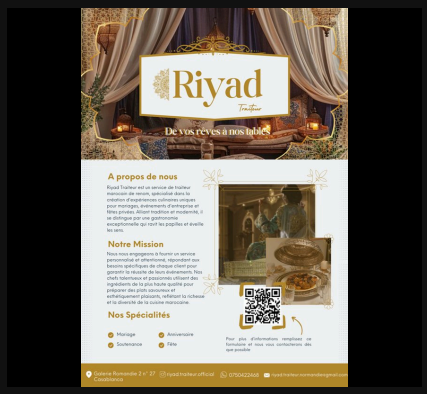
02 CREATIVE CROSSROADS

The full visual campaign of the book: identity, posts, tour visuals.



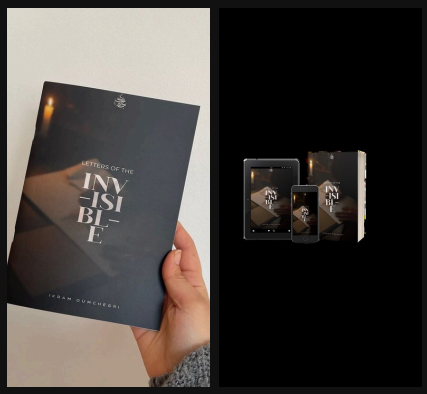
03 FILTREZ MIEUX

A Tafaseel campaign I led, from the logo to print.



04 REM CULINAIRE

One of our flyers for REM Culinaire, the catering company I co-founded.



05 LETTERS OF THE INVISIBLE

Artistic director of the whole book: concept, cover, layout, launch.



06 SOCIAL VISUALS

Posters and posts, LALALAND, book visuals and more, in one consistent voice.

COMPANIES I FOUNDED & RAN ↘

FOUNDER & CEO · 2025 – 26

Tafaseel

Communication and marketing agency for large companies and SMEs.

CO-FOUNDER · 2023 – 25

REM Culinaire

Catering for companies, schools, institutions and events.

FOUNDER · 2020

Hartmony

Artist management agency; artistic director and talent manager.

2022

DASTHE Art

Content partnerships with artists, galleries and museums.

FASHION & PHOTOGRAPHY

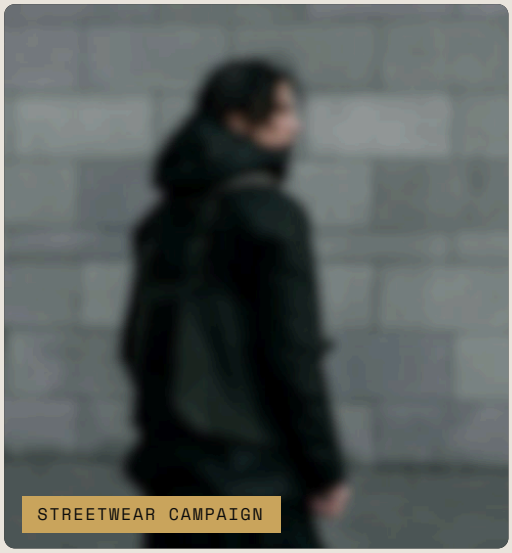
Moroccan roots, urban light



MOROCCO JERSEY · HOME



MOROCCO JERSEY · AWAY



STREETWEAR CAMPAIGN

FASHION BRANDS I CREATED ↘

Unique
streetwear rooted in urban culture and self-expression

Hypatia
elegant, timeless women's fashion

Syphax
a sports line combining performance and style

The One and Only
a capsule collection

CONTACT SHEET ↘ MORE ON MY PHOTOGRAPHY PAGE



01 NATURE



02 CASABLANCA



03 ARABIC POP ART



04 PORTRAIT



05 LIGHT & SHADOW



SELF-PORTRAIT

The same eye for identity runs through my fashion concepts and my photography: Moroccan roots, urban culture and light.

CAREER ✦ TIMELINE

2025 – 26	**Guest political analyst · Al Jazeera Mubasher** Live analysis on regional politics, humanitarian crises, youth and media.
2022 – 26	**Creator & presenter · L'ODJ** Moroccan Lounge Show and the Ness Ness podcast.
2022 – 26	**Institutional Program Manager · UM6SS** Partnerships, external communication, internships and programmes, budget follow-up.
2025 – 26	**Founder & CEO · Tafaseel** Communication and marketing agency.
2023 – 25	**Co-founder · REM Culinaire** Catering for companies, schools, institutions and events.
2020 – now	**Founder & President · Moroccan Writers Association** 150+ members, 70+ events, national programmes.
2020 – now	**Consultant, trainer & coach** INSPAIRX, Enactus, SMEs, artists, associations and student clubs.
2019 – 22	**Earlier** Enactus Team Leader · talent manager · Hartmony · B2B sales, V12Software (remote) · DASTHE Art.

EDUCATION ↘

2026 – 2028 · IN PROGRESS

MA International Relations (IPER)

University of Macerata, Italy

2019 – 2022

BA International Business Management

Cardiff Metropolitan University (taught in English, Casablanca); WES-evaluated as a four-year degree

WORK WITH ME ↘

- LIVE COMMENTARY
- OP-EDS & ANALYSIS
- HOSTING & MODERATION
- WORKSHOPS & TALKS
- CREATIVE DIRECTION

AR native · FR C1 · EN C1 · IT beginner
MS Office (Excel advanced) · Google Workspace · Canva · Wix · AI tools
References available on request

LET'S CREATE SOMETHING UNFORGETTABLE

LET'S WORK TOGETHER · LET'S WORK TOGETHER ·

WATCH MY
AL JAZEERA CLIPS
scan or click



GET IN TOUCH ↘

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◎ Instagram & YouTube @othmaneeljadid

CASABLANCA · MACERATA · REMOTE