

Julien DENIS

CONTENT & GROWTH / AI-ASSISTED PRODUCTION

CONTACT

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Sydney, NSW

Working Holiday Visa (subclass 417),
valid until August 2027, full working rights

<https://julien-denis.github.io/cv/>

SKILLS

- Short-form video and YouTube
- Instagram carousels and stories
- Copywriting: sales pages, emails, scripts
- Brand systems and design tokens
- Audience and community growth
- Partnership outreach and negotiation
- AI workflows and agent architecture
- Bilingual: French native, English fluent

AUDIENCE

73,700 across three brands

TikTok: 58,100

Instagram: 13,600

YouTube: 2,000

TOOLS

Claude Code, Codex

Nano Banana

Canva, CapCut

Système.io, Calendly

EDUCATION

Master's Degree in Teaching (MEEF),
2021

Bachelor's Degree in Sports Science
(STAPS), 2018

REFERENCES

Available on request

PERSONAL PROFILE

Content and growth operator who builds brands end to end: positioning, design system, production and monetisation. Founder of two French-language media brands and content lead for a Paris running club, with a combined audience of 73,700.

Works with AI tooling as production infrastructure rather than as a novelty: designed and runs a routed, multi-brand content system that enforces brand separation, design tokens and editorial rules on every deliverable. Native French, fluent English, based in Sydney with full working rights to August 2027.

EMPLOYMENT HISTORY

Founder and Creator, Julien Invest

Personal finance education, France (remote) | 2021 to present

- Built a finance education brand from zero to 54,200 followers across TikTok (50,000), Instagram (2,200) and YouTube (2,000).
- Launched and sell an online course.
- Produce the full content pipeline: research, scripting, design, thumbnails and publishing across three platforms.
- Defined and documented the brand system: palette, type scale, layout tokens and editorial rules, applied to every asset.

Founder and Creator, Ju.en.vie

Endurance sport and travel, Asia and Australia | 2023 to present

- Grew a sport and travel brand to 15,500 followers.
- Secured 7 brand and accommodation partnerships: built the media kit, ran the outreach and negotiated the deals directly.
- Publish travel guides as a paid resource library alongside the social content.

Content Lead, CIEL BLEU

Running club, Paris (France) | 2024 to 2026

- Built the club's content system on Instagram and TikTok: brand charter, story templates, session and race-day formats.
- Grew the account to 4,000 followers and supported a paying membership of 150 runners this season.
- Organised and hosted weekly sessions for 20 to 80 participants and turned them into the content pipeline.

Physical Education Teacher and Sports Coach

REP High School, Ile-de-France (France) | 2021 to 2026

- Five years designing and delivering programmes for groups of 25 to 30, with full responsibility for planning, safety and assessment.
- Daily public speaking, group management and stakeholder communication.