

COMMUNICATION & INFLUENCE MANAGER - INTELLIGENCE ANALYST

24/11/1992
PARIS - FRANCE

CONTACT

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WASSEF.LEMOUCHI@GMAIL.COM

 @WLEMOUCHI

 WASSEF LEMOUCHI

 www.wassefl.com

INTERESTS :

- Geopolitics
- Digital innovation & AI
- Data analysis
- Conflict resolution
- investigations

LANGUAGES

- French native speaker
- Arabic (North Africa) : mother tongue
- English : fluent
- Italian : notions

SOFTWARE

- Talkwalker, Visibrain, SocioViz, Netlytic (social media listening)
- Gephi (data visualisation)
- Office Tools



WORK EXPERIENCE

COMMUNICATION/INFLUENCE MANAGER (TEAM OF 5 PEOPLE)

MCI GROUP AGENCY | JUNE 2022 - NOW

- Brand development and strategy, social media management for Private companies, Embassy & Governments
- Development of internal outreach tools
- Established relationships with key influencers in multiple industries, resulting in successful partnerships and collaborations : an average of **+40% of the online engagement** of supported partners and an **average reach of +60%**
- Client and project management
- Responses to customer briefs and business development

SENIOR COMMUNICATION CONSULTANT

CIVIPOL | JAN 2021 - NOW (FREELANCE)

- Advising European governments on implementing digital prevention policies and strategic communication
- Writing strategic reports: market studies, competitive benchmark, internal diagnosis
- Conducting research on political and business challenges from individual threat to complex due diligence
- Organization of events for an average of 40 people

WINNER OF THE GOOGLE IMPACT CHALLENGE

PARTNERSHIP WITH GOOGLE | JANUARY 2020 - MARCH 2021

- Creation of a digital risk prevention program webinars and workshops (management **budget of €400,000**)
- Development of an online community of **100,000 subscribers**, **800 young people trained**
- **50 videos produced** and distributed on social networks: **Total reach 4M people**

COMMUNICATION MANAGER (TEAM OF 6 PEOPLE)

CENTER FOR ACTION AND PREVENTION AGAINST EXTREMISM
| DEC 2018 - JUNE 2022

- Responsible for institutional communication and public relations
- Creation of 12 digital prevention campaigns : **1.5 million people reached, 2,500 people trained**
- Project manager for www.cearproject.eu : strategy, content, moderation, public relations and fundraising
- Founder and project manager of www.radian-sante.fr (training platform for doctors): organization of **20 events for an average of 100 people**, creation of a **virtual assistant based on AI**

INTELLIGENCE ANALYST & COMMUNICATION OFFICER

INSTITUT FOR STRATEGIC DIALOGUE

| JAN 2018 - DEC 2018 (FREELANCE)

- Thoroughly mapping online extremist content through systematic analysis and categorization.
- Tracking extremist narratives, trends, and influencers across diverse digital platforms.
- Utilizing insights from this mapping to identify potential threats and inform proactive countermeasures.
- Leveraging expertise in the evolving digital landscape to guide strategic decision-making.

INTELLIGENCE ANALYST & COMMUNICATION OFFICER

INSTITUT MONTAIGNE | OCT 2017 - NOV 2018

- Monitored media coverage of the company and competitors to identify trends and opportunities (focus in Saudi Arabia & Qatar)
- Analyzed metrics to track the effectiveness of PR campaigns and adjust strategies as needed
- Led crisis communication efforts to maintain the company's reputation during difficult times.

COMMUNICATION OFFICER & OSINT EXPERT

FRENCH MINISTRY OF THE INTERIOR | (FRANCE)

| JULY 2016-OCT 2017

- Assisted in the development and execution of public relations strategies and campaigns (partnership with Arab NGOs)
- Drafted press releases, media pitches, and other PR materials
- Managed social media accounts and created content to engage with followers and increase brand awareness

EXPERT & ACADEMIC NETWORK

MEMBER OF: RAN EXPERT POOL

TEACHER AND TRAINER FOR

- UNIVERSITY GUSTAVE EIFFEL (PARIS)
- ONLINE CIVIL COURAGE INITIATIVE - META FRANCE/ISD

EDUCATION

MASTER 2 LOBBYING, COUNCIL ET STRATEGY

SCIENCES PO AIX | 2015 - 2016

MASTER 1 DIGITAL COMMUNICATION & MEDIAS

EJCAM AIX-MARSEILLE | 2014- 2015

MAGISTERE COMMUNICATION & JOURNALISM - BACHELOR LAW AND PUBLIC ADMINISTRATION (DOUBLE DEGREE)

UNIVERSITÉ AIX-MARSEILLE | 2011 - 2013

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