

WASSEF LEMOUCHI

COMMUNICATION CONSULTANT

TEACHER IN DIGITAL INFLUENCE

24/11/1992

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www.wassefl.com

INTERESTS :

- Contemporary History
- Digital innovation
- Geopolitics
- 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

DIGITAL ANALYST/COMMUNICATIONS ADVISOR

MCI GROUP | JUNE 2022 - NOW (PERMANENT CONTRACT)

- Brand development and strategy, lead Recommendation
- Development of internal outreach tools
- Client and project management (Private companies & Governments)
- Social media investigation

FRENCH MINISTRY OF THE INTERIOR | SEP 2016 - NOW (FREELANCE)
EUROPEAN COMMISSION | JANUARY 2021- NOW (FREELANCE)

- Advising the governments on implementing digital prevention policies
- Conducting research on political and business challenges from individual threat to complex due diligence
- Recommendation to refine relations between governments and GAFA

DIGITAL PREVENTION MANAGER

MUNICIPALITY OF BORDEAUX | MARCH 2016- NOW (PERMANENT CONTRACT)

- Creation of digital prevention campaigns (www.rethinkproject.eu / www.cearproject.eu) : strategy, content and moderation
- Educational interventions (NGOS, schools): introduction to digital prevention
- Public relations and fundraising : French Gouvernement, European Union, GAFA
- Project management for www.radian-sante.fr (training platform for doctors)

INTELLIGENCE ANALYST & DIGITAL STRATEGIST

INSTITUTE FOR STRATEGIC DIALOGUE | JAN- DEC 2018 (FREELANCE)

- Conducting research on french extremist propaganda (islamism and far right)
- Educational interventions (NGOS, schools)
- Digital prevention campaigns : strategy, social media management, creation of content, moderation, evaluation

INSTITUT MONTAIGNE | OCT 2017 - NOV 2018 (FREELANCE)

- Writer of the report "Islamism Factory" published in september 2018
- Mapping of influencers in the Arab World : semantic query and data visualization
- Speech inventory and analysis, benchmark with other ideologies
- Advise for governments and GAFA

NGOS & ACADEMIC NETWORK

WINNER OF: GOOGLE IMPACT CHALLENGE IN 2020

TEACHER AND TRAINER FOR

- UNIVERISTY GUSTAVE EIFFEL (PARIS)
- ONLINE CIVIL COURAGE INITIATIVE - FACEBOOK FRANCE/ISD
- RADICALISATION AWARENESS NETWORK (EUROPEAN UNION)

EDUCATION

MASTER 2 LOBBYING, COUNCIL ET STRATEGY

SCIENCES PO AIX | 2015 - 2016

THESIS : ISIS COMMUNICATION AND POTENTIAL DEVICES TO CONTAIN IT

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