

# AKHROUF Samy Wassil

CCO, CMO, CDO, Head of Marketing & Communication



## Contact Information



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Personal Branding Website

## Languages



C1 : Advanced (In-Tuition School)



C2 : Native



Native

Age: 40, Married, no children

Driver's License: B,

Military Service: Completed,

Vehicle: Available

## Education

- **07- 2020 MBA in Digital Marketing & Digital Economy**  
EFAP Paris, France  
Grade: **17/20 (written), 16/20 (oral)**  
RNCP Level 7 (equivalent to Master's degree or higher)  
More details about this master's degree
- **06- 2012 Equivalent to PHD Degree (Bac + 8) in Advanced Mechanical Engineering**  
University of Science and Technology Houari Boumediene (USTHB), Algeria  
Specialization: Composite materials for civil aviation  
**Distinction: Very Good**
- **07 - 2020 Engineering Degree in Mechanical Construction**  
University of Science and Technology Houari Boumediene (USTHB), Algeria  
Specialization: Composite materials and Internal Combustion Engines  
**Distinction: Very Good**

## Professional Certifications

- **07 - 2022 Professional Certification in Communication, Marketing, and Digital Transformation Management**  
French Ministry of Higher Education and Vocational Training.  
**RNCP 37658 NSF 320p (Click on me to have more details about this certification)**
- **07 - 2022 Professional Certification in Communication Management**  
French Ministry of Higher Education and Vocational Training.  
**RNCP 37658 NSF 320p (Click on me to have more details about this certification)**

# Professional Experience

- **Senior Consultant in Communication, Marketing, and Business Digitalization | January 2024 - Present**

I offer my skills and extensive experience in communication, marketing, and business digitalization to various companies. Additionally, I can provide them with my expertise in entrepreneurship, business development, and sustainability in Algeria. Having successfully founded and served as the General Director of a company for eleven (11) years, I have gained a deep understanding of and continuous interaction with the Algerian administration, its challenges, and the factors contributing to the optimization and success of undertaken projects.

- **Founder and General Manager | 2013 - 2023**  
**MUST Communication Algeria**

I embarked on this adventure by creating MUST Communication Algeria agency, which would become a 360° agency. Truly passionate about my profession, I took an interest in technical aspects, even the most advanced ones. Beyond the role of conductor, I was also a full-fledged collaborator, and this is how I acquired various skills other than the usual ones, such as: web design and its aspects related to SEO and SEA, developing social media strategies from A to Z and the SMO / SMA aspect, I also familiarized myself with graphic design tools, printing processes, and urban display. Additionally, I actively collaborated in organizing events for our clients as well as managing PR, all while gradually incorporating Artificial Intelligence and democratizing its use. Beyond the role of CEO of the agency, I also wore the hat of Marketing & Communication Director when some of our clients outsourced these departments to our agency. Today, managing and participating in projects at every stage has become my daily routine, and I love it!

- **Associate Manager of KPointPhone | 2015- 2019**

Served as Director of External Relations and Development.  
Specialized in telephony solutions for ultra-secure locations (military barracks, police stations).  
Introduced multi-purpose kiosks for secure locations.

- **Board Member of EATAH | 2013- 2017**

Private Engineering and Public Works Company | **Cat 9 (which is the highest level)**

Led communication & marketing strategy.  
Managed international partnerships for equipment acquisition and project subcontracting.  
Handled public relations, particularly with Algerian authorities.

- **Lecturer / Researcher | 2013- 2015**

University of Science and Technology Houari Boumediene (USTHB), Algeria

Conducted research on carbon fiber fuselage with integrated electrical wiring  
Taught courses in analytical mechanics, continuum mechanics, internal combustion engines, and materials resistance

- **Freelance Consultant | 2005- 2013**

IT and Trade Marketing

Provided IT consulting, maintenance, and digitalization services.  
Supervised trade marketing teams for various brands, managing up to 300 animators and 60 supervisors.

## Why did I choose communication and why did I found a 360° Agency when I am a mechanical engineer ?



As an ultimate geek perceiving the world digitally, always on the lookout for the latest technological advancements, I have been, since childhood, also an eternal enthusiast of noble automotive mechanics. I had to make a choice when it came to selecting my university path, between Marketing, Engineering, and Computer Science. I decided to opt for a state engineering degree in mechanical construction, but with the project of combining my three passions by founding a company that could satisfy them all. This goal was achieved in 2013, growing to 34 employees by 2018, with renowned clients. After 11 years of experience in managing a 360° agency, it's time for me to face new challenges, but this time, it will be on the client side, yet with the same goal: success!

## Key Skills (In all humility)

- Leadership and team management
- Adaptability and interpersonal skills
- Growth hacking mindset
- Engineering principles application
- Effective training and teaching
- Digital marketing (SMO, SMA, SEO, SEA)
- Web design and analytics
- Event organization
- Graphic design and print production
- Proficiency in Microsoft Office suite

## Interests (Nothing better to get to know a person)

- New technologies and artificial intelligence
- Scientific literature across various fields
- Cooking and gastronomy
- Cultural travel
- Automotive engineering
- Cigar aficionado

I will conclude with my favorite quote, which is a philosophy of life for me!

Albert Einstein said

Logic will get you from A to B.  
**Imagination** will take you everywhere

”

Other: Holding a European (French) passport, I am exempt from obtaining visas for almost all countries in the world.