



# Samy Wassil AKHROUF

Expert in Marketing & Digital Transformation  
**20 years of experience**

## PROFESSIONAL PROFILE

I have spent 20 wonderful years in strategic marketing, digital transformation, and engineering, leading ever-more innovative projects and managing multidisciplinary teams from all backgrounds.

With over 20 years of experience, a diversified entrepreneurial journey, and a multidisciplinary training that enables me to build bridges—often missing—between technical engineering aspects and marketing work, complemented by my hands-on field experience and broad knowledge of the Algerian market.

I deliver the top executive your company needs: a truly dedicated leader, an inspiring team motivator, and a genuine growth hacker in thought and action.

## CORE COMPETENCIES

- Leadership & management of multidisciplinary teams
- Digital marketing strategy & 360° communication
- Brand creation and optimization (branding)
- Innovative project management & digital transformation
- SEO, SEA, SMMA, Google Analytics, CRM, web tools
- Event organization & public relations
- Adaptability & pedagogical skills
- Technological watch, AI & new digital tools
- Broad market knowledge (Algeria )
- Growth Hacking implementation in business
- Tech-savvy (Geek), able to master and adapt to any system or business software quickly

## PROFESSIONAL EXPERIENCE

### Senior Consultant – Digital Marketing & Communication (2024-Present)

- Consults and trains businesses in digital transformation and marketing optimization.
- Develops notoriety & acquisition strategies.
- Supports skill development for teams and improves client KPIs.

### Founder & CEO, MUST Communication Algeria (2013-2023)

- Established and managed a 360° agency: global communication, marketing, digital, events, branding, public relations, and print production.
- Led 34 collaborators (2018), managed parallel projects for major public & private clients.
- Hands-on contributor.

### Managing Partner, KPointPhone (2015-2019)

- Installed multi-service telephony solutions in highly secure locations; pioneering work in Algeria.

### Board Member – EATAH (2013-2017)

- Led marketing strategy, communication, and PR with highest national authorities; strategic role in a Category 9 national economic operator.

### Researcher & Lecturer – USTHB University (2013-2015)

- Conducted research for Magister and taught engineering modules for undergraduate and master students.

### Freelance Consultant – IT & Trade Marketing (2005-2013)

- Advised on IT matters, network installation, server repair; field management for Trade Marketing Operations; Team Supervisor or Area Manager (up to 200 agents).

## SELECTED CLIENTS & COLLABORATIONS (Consulting or agency-based)



# CERTIFICATIONS & EDUCATION

## EFAP Paris

### **International Certifications (RNCP 36 119 and 37 658) – (2022)**

- Certified **Director of Communication & Digital Marketing Transformation**, awarded by government authority.

### **MBA in Digital Marketing & Digital Economy - (2020).**

#### **RNCP 7 (Engineer or Master degree)**

- Top graduate MBA (RNCP 7) in France three consecutive years. **(2022/23/24)**
- I had the **best project score: 17/20** (connected health)

## University of Science and Technology “HB” Algiers

### **Magister in Advanced Mechanics (Construction) – (2012)**

- **Graduated with high honors. (eq Bac +7 or 8)**
- Taught engineering courses simultaneously to L2, L3, M1, M2

### **Engineering Degree, Mechanical Construction - (2009)**

- **Graduated with high honors.**

## TECHNICAL SKILLS

- SEO, SEA, SMO, SMA, Google Analytics, CRM integration.
- Good knowledge of HTML & WordPress. For example : I fully coded in HTML my personal website.
- Advanced integration of AI tools (>70% of daily work with AI). AI has become a true partner, actively involved in all my decisions.
- Good skills in Illustrator, Photoshop, high proficiency in Canva.
- I am a geek (and proud of it); I grew up surrounded by computers so, I have a fast adaptation to any new digital solution.
- Bridging technical/marketing approaches thanks to engineering background
- Advanced Office Suite (including presentations)

## TARGET POSITION (or similar) :

- Vice President Marketing or Communication
- Marketing Director (CMO, CCO, Head of Marketing or Manager)
- Digital Division Director (CDO, Head or Manager)
- Brand/Image Director (Manager)
- Advisory to CEO.
- With entrepreneurial experience, also fit for General Manager (CEO/Deputy GM) positions....

## Langues

French : Native

English : B2/C1

Arabe : Native

## Autres :

41 years, Married, no children.

Driving License (Premium vehicle owner), European passport, Visa exempt for most countries

# COORDONNÉES



Mobile/WhatsApp : 0770 70 70 49  
Boudjemaa Temime -  
Exit from Draria to Baba Hassen



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<https://www.akhrouf-wassil.com> (The site requires access authorization to protect my data). To gain access, you can simply contact me by email at: [contact@akhrouf-wassil.com](mailto:contact@akhrouf-wassil.com), or fill out a short Google form at: <https://forms.gle/fd5nr39MrQJCCzMR6>

## HOBBIES & PERSONALITY

You can learn many things about a man through his hobbies, let's share the ones I simply cannot part with:

A true geek at heart, I grew up surrounded by computers and electronic gadgets, and this has, quite naturally, shaped the adult I have become...

I am an avid reader, though a bit less so of books since the rise of the Web; I can spend hours reading scientific articles on all sorts of topics, as long as I am learning something new or useful.

Automobiles, noble mechanics, the sound of engines... It is one of my favorite passions, if not my very favorite.

And finally, a passion passed on to me by my late father, «Cigars»! Every cigar tells a story, and the greatest ones have extraordinary tales evoking a sense of freedom, revolution, and charisma! With a Cohiba Behike between your lips, you instantly see yourself as "Fidel Castro" or "El Ché"!

If you want to learn more, visit my Personal Branding website, there you'll find much more detail!