

Yasser Machat

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● ABOUT ME

Communication Specialist and Video Journalist with 4 years of experience working with prominent media agencies and international NGOs. Produced videos reaching over 25 million views and gained over 400,000 followers across various Social Media platforms. Skilled in digital marketing, content and video creation, workshop facilitation, and project management. Multilingual professional, fluent in English, Arabic, and French.

● WORK EXPERIENCE

04/2024 – CURRENT

Social Media Expert European Commision (NTT DATA)

- Coordinate with EU institutions, national governments, and other partners to enhance social media outreach.
- Lead the execution of social media strategies to increase visibility on platforms like Twitter, LinkedIn, Facebook, and YouTube.
- Analyze and report on social media performance to refine strategies and showcase the impact of the initiatives..
- Create engaging multimedia content, including visuals and videos, to promote employment and social inclusion.

06/2016 – CURRENT

VIDEO JOURNALIST

- Achieved over 400,000 subscribers and 25 million views on social media.
- Produced educational videos on media literacy, technology, and youth empowerment.
- Collaborated on video projects with organizations, including GIZ, African Union, BBC Media Action, and Wikimedia.
- Facilitated workshops and training sessions on video creation and digital marketing for various organizations, such as USAID, British Council, IREX, and FHI 360.

03/2023 – 08/2023 Copenhagen, Denmark

COMMUNICATION CONSULTANT PARTICIP GMBH

- Created and implemented a social media and outreach plan, leading to over 1.5 million views.
- Executed a podcast project funded by GIZ's project [DataCipation II](#), discussing youth issues in Tunisia and North Africa.
- Steered a short-term staff video editor, ensuring each episode met the quality standards.
- End-to-end content production, including research, outreach, shooting, editing, and distribution.
- Managed a tight budget, efficiently allocating resources for each episode production.

02/2022 – 08/2022 Remote

SOCIAL MEDIA PRODUCER INTERNET SOCIETY

- Increased Internet Society's social media engagement by +123%
- Created and scheduled organic social media content to drive engagement and maintain an online presence.
- Produced social media toolkits aligned with programmatic goals.
- Implemented new communication strategies, including fostering collaboration with local ISOC chapters.

07/2019 – 04/2021 Tunis, Tunisia

COMMUNICATIONS SPECIALIST FAMILY HEALTH INTERNATIONAL 360

- Increased our project Ma3an Tunisia social media engagement by +141%
- Led social media content initiatives, including workshop design, facilitation, reporting, and video creation.
- Development and execution of project plans, timelines, and budgets (Example: [Clean e-Houmtek](#) project.)
- Coordinated with stakeholders, including Tunisian local municipalities to guarantee project deliverables met expectations.
- Provided promotional support for special events and community outreach activities, utilizing strong communication and marketing skills to drive engagement and participation.

EDUCATION AND TRAINING

10/2021 – 09/2023

M.Sc. TECHNOLOGY MANAGEMENT - DC LEAD Aalborg University, Denmark – Salzburg University, Austria

Digital Communication Leadership is a Joint master's degree, co-founded by the EU.

This master's focuses on promoting the development of new business models, evaluating technology trends, and using, adopting, and domesticating ICT and new media.

Master Thesis: Bridging the Gap: Digital Skills and Employment

09/2015 – 07/2019

COMPUTER SCIENCE AND MULTIMEDIA Higher Institute of Arts and Multimedia Manouba, Tunisia

Erasmus + Exchange Program: Middle East Technical University, Turkey (01/2016 - 07/2016)

06/2017 – 06/2018

COMMUNICATION AND MEDIA STUDIES Utica College, New York

Thomas Jefferson Undergraduate Scholarship Program, sponsored by the U.S. Department of State.

LANGUAGE SKILLS

English

Fluent (C2)

French

Advanced (C1)

Arabic

Native

German

Beginner (A1)

DIGITAL SKILLS & CERTIFICATIONS

Certifications are underlined.



Digital Marketing

- Setting communication campaigns
- Paid/Social Campaign
- Social media (incl. SEO/SEM, Web analytics)
- Email marketing (Mailchimp)
- Content-management-Systems
- Community management
- Digital Marketing Course by Cornell University



Content Creation

- Graphic design (Adobe Photoshop, Canva)
- AI content generation
- Copywriting
- Data visualization (flourish.studio)



Video Storytelling

- Video journalism (Video storytelling)
- Confident in front of the camera
- Scripting
- Video editing (Adobe Premiere)
- Live streaming (OBS)



ICT

- Microsoft Office (Office 365, Word, Excel, Outlook)
- Web development (HTML 5, CSS, Javascript)
- Website maintenance (WordPress)
- Data analysis & statistics



Project Management

- Project planning and execution (Notion, Asana)
- Develop and implement operational procedures
- Donor and stakeholder engagement
- Research & compile information
- USAID Rules & Regulations and Best Practices
- Google Project Management: Professional Certificate



Facilitation & Training

- Workshop design and implementation
- Training development coaching and mentoring
- Non-formal education techniques
- Events management
- Design Thinking by HPI

REFERENCES

Contact: Available upon request

Kelly O'Hara

Internet Society

Digital Marketing Manager

Ratiba Cherif

FHI 360

Director MEL & Community Outreach

Prof. Anders Hansen Henten

Aalborg University

Professor, Communication, Media and Information Technologies