



AMIRA MIMOUNI

INTERNATIONAL COMMUNICATION EXPERT | INSTITUTIONAL INFLUENCE & DIGITAL TRANSFORMATION

PROFIL

Creating Impulse. Building Link.

I am an international communication and transformation strategist with 20+ years of experience supporting institutions, donors, and major private-sector groups. Rooted in the Tunisian diaspora, I have dedicated a significant part of my work to strengthening the connection between Tunisians abroad and their home country—through youth platforms such as Wajjahni, financial inclusion initiatives with BIAT and Banque Zitouna, remittance and digital payment programs with Tunisian Post, and the rollout of online financial services with the Central Bank of Tunisia. I have also contributed to ecosystem-building projects for startups and entrepreneurs, including communication strategies developed in 2022 to support “Caisse des Dépôts et des consignés” engagement with Tunisia’s startup ecosystem.

My role is to build solid foundations of clarity, trust, and alignment—so communities, teams, and stakeholders can find their place, honor their journey, and move forward with sustainability. My approach is demanding and deeply human: I listen, I connect, I structure, and I create the impulse that turns vision into real, visible, long-term momentum. I bring a unique cross-shore perspective shaped by my experience as a political advisor in France and my continuous activity between Europe and Tunisia. I anchor every action in transmission and openness to the world, so impact goes beyond the short term and becomes a collective force.

EXPERTISE

- **Strategic communications leader with 20+ years** of experience shaping institutional reputation, national programs, and transformation narratives across Tunisia, MENA, Africa, and Europe.
- **Institutional Communication Strategy & Positioning** (institutional narratives, positioning frameworks, strategic messaging, corporate identity alignment)
- **Donor Visibility & Stakeholder Engagement** (EU, USAID, GIZ, UN ecosystems) (multi-stakeholder coordination, public diplomacy, partnership communication, visibility plans & compliance)
- **Youth Empowerment & Entrepreneurship Communication Programs** (behavior change communication, youth mobilization, employability storytelling, entrepreneurship ecosystems activation)
- **Digital Communication & Community Growth** (social media strategy, editorial calendars, content performance optimization, engagement and reach acceleration)
- **CSR / ESG Communication & Impact Narratives** (CSR strategy communication, ESG storytelling, sustainability reporting support, trust-building and accountability messaging)
- **Media & Audiovisual Production** (documentaries, WebTV, TV formats, 2D/3D videos, scripting, production supervision, multi-channel distribution)
- **Executive Messaging, PR & Reputation Management** (CEO/DG communication, press relations, media training, crisis communication, institutional credibility building)
- **Campaign Design, Content Systems & Editorial Governance** (360° campaigns, content architecture, toolkits, brand guidelines, internal alignment, governance & delivery workflows).

CONTACT

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EDUCATION

- **PhD in Political Science** | Paris IV (La Sorbonne) | 2007–2011
- **Master’s Degree in International Relations** | Paris IV (La Sorbonne) | 2005
- **Certified Board Director** (Companies & Banks) | Tunisian Institute of Directors (ITA) & Sorbonne Business School | 2021
- **Digital Intelligence Certification** | Whappesterclass Middle East | 2022

WORK EXPERIENCE

Creative Director — FAO (Territorial Facilitation & Social Protection for Agricultural Workers)

- Conceptualized and drafted a Territorial Facilitation Guide supporting the implementation of Tunisia's agricultural social protection regime.
- Mapped stakeholders (CNSS, Ministries, field actors) and structured coordination tools to ensure convergence and operational alignment.
- Developed training-of-trainers materials and educational communication tools (guides, technical sheets, explanatory videos).

Institutional Communication Expert — European Union (Team Europe Initiative - Water)

Tunis, Tunisia | May 2024 - Dec 2025

- Led communication strategy for the launch of the Team Europe Initiative - Water, aligned with Tunisia's National Water Strategy 2050 and Ecological Transition agenda.
- Coordinated multi-stakeholder alignment across EU institutions and financial partners (EIB, EBRD, KfW) and Tunisian ministries to ensure coherent narratives and visibility.
- Managed high-level events including World Environment Day (June 5, 2024) as an official initiative launch milestone.

Lead Communication Expert — GIZ (TECH216 International Positioning Program)

Tunis, Tunisia | 2024 - Jun 2026

- Developed international positioning and communication strategy for TECH216 to facilitate matchmaking between global IT companies and Tunisia-based providers.
- Produced multilingual communication assets (brand guidelines, promotional videos, international press kits, web content) to increase attractiveness and conversion.
- Planned and supported international events (B2B forums, webinars, missions) to strengthen Tunisia's nearshoring visibility.

Creative Director — GIZ (DOT / Job4Reforms: Digital Learning Academy, EVAX, Mobile ID)

Tunis, Tunisia | 2021 - 2025

- Led strategic communication for national digital transformation programs improving citizen services and public sector capabilities.
- Designed and deployed communication for EVAX (National Vaccination Portal), driving adoption through multi-channel content systems and press relations.
- Contributed to the launch communication of Mobile ID and the Digital Learning Academy for public servants.

National Communication & Digital Strategy Lead — MA3AN (USAID / FHI360)

Tunis, Tunisia | 2022 - Jan 2025

- Led national communication strategy across regional antennas and youth centers, ensuring coherence of messaging and stakeholder alignment.
- Produced digital campaigns and content systems driving +500% visibility growth and sustained engagement.
- Managed weekly newsletter distribution to 650+ stakeholders and partners, strengthening coordination and program visibility.
- Scaled social media presence to 184,000+ followers on Facebook with ~300,000 monthly impressions.
- Supported communication and mobilization for youth centers welcoming 400,000+ young participants nationwide.

CSR & Brand Strategy Lead (Consultant) — Libyan Islamic Bank

Libya | 2024

- Designed a 3-year institutional CSR strategy to strengthen the bank's reputation, societal footprint, and stakeholder trust.
- Developed strategic narrative, governance principles, and impact priorities aligned with Islamic finance values and regional expectations.
- Supported institutional positioning and communication architecture for long-term influence and legitimacy.

Founder & Media Producer — WAJJAHNI (Youth & Entrepreneurship Media Platform)

Tunis, Tunisia | 2012 - 2017 (and ongoing impact)

- Founded Tunisia's first youth success-stories media platform, enabling graduates and entrepreneurs to understand pathways, mechanisms, and opportunities.
- Produced and directed 650+ WebTV pieces (career discovery, entrepreneurship, leadership) distributed digitally and through national TV partnerships.
- Reached ~1 million monthly visits and trained 5,000+ students to accelerate first-job readiness and professional confidence.
- Built partnerships with 30+ public institutions to facilitate youth entrepreneurship procedures and access to support services.
- Created Tunisia's first entrepreneurial index and a national ecosystem map published twice per year in leading national magazines.

WORK EXPERIENCE

Strategic Founder & Visionary Lead — BIAT Foundation (Youth & Heritage)

Tunisia | 2011 - 2013

- Designed the strategic solution enabling BIAT Group to anchor its image long-term through a youth- and heritage-focused foundation model.
- Defined vision, mission, and impact narrative positioning the foundation as a national catalyst for leadership, entrepreneurship, and excellence.
- Built a credible institutional framework to inspire young Tunisians, transmit entrepreneurial culture, and shape future leaders.

PRIVATE SECTORS

- **SFBT (Société de Fabrication des Boissons de Tunisie)** / New brand identity design and corporate communication strategy.
- **Louvre Abu Dhabi** / Digital strategy for ephemeral shows and cultural programming experiences.
- **Office Chérifien du Phosphate (OCP), Morocco** / Internal communication strategy and deployment planning.
- **Ooredoo** / CSR strategy and internal communication for brand migration and group positioning.
- **Tunisian Post** / National product launch communication and youth-targeted digital campaigns.
- **Central Bank of Tunisia** / Communication strategy for e-wallet and digital investor platforms.
- **MAE Insurance** / Full rebranding, national campaigns, and internal communication strategy.
- **STAR Assurances** / Brand repositioning and 60th anniversary national communication campaign.
- **AGIL** / Product launch (AGILIX), naming, brand strategy and nationwide rollout.
- **Sotipapier (SPE Capital portfolio)** / Rebranding, employer brand and crisis communication.
- **AeroShell (Africa/MENA)** / B2B positioning and communication strategy across multiple markets.

MEDIA & AUDIOVISUAL PRODUCTION

- **Executive Producer & Strategic Content Architect** with a proven track record delivering 1,500+ audiovisual productions (documentaries, TV formats, public awareness films, institutional campaigns, advertising spots, and digital series) to strengthen public engagement, institutional trust, and brand reputation.
- **Produced and supervised high-impact flagship formats, including :**
 1. **"Class Eco" (TV9)** / An economic debate show decoding Tunisia's economic news, strategic challenges, and geopolitical positioning through expert-driven editorial content.
 2. **"Jnoun Al Kayla"** / an educational children's series reaching 200M+ views on YouTube, with sustained national broadcast exposure and strong cultural resonance.
- **Led end-to-end production excellence** : concept creation, scriptwriting, storytelling design, casting, filming supervision, post-production coordination, voice-over direction, and quality control, ensuring consistency, credibility, and narrative strength.
- **Built and managed production pipelines and editorial governance frameworks**, enabling scalable delivery across TV and multi-platform digital distribution (YouTube, Facebook, Instagram, institutional channels).
- **Specialized in turning complex institutional topics into clear**, human-centered narratives, combining strategic messaging with emotional resonance to mobilize audiences and reinforce legitimacy.

SELECTED VIDEO WORK

- **Wajjahni WebTV (Careers & Entrepreneurship)**: https://www.youtube.com/watch?v=eKhW_EFbvTw
- **Wajjahni WebTV (Entrepreneurship Stories)**: https://www.youtube.com/watch?v=piVF9tl54_E
- **3D Awareness Series (Community Engagement)**: <https://www.youtube.com/watch?v=z1v4xcwnts0>
- **Youth Voting Awareness Campaign**: <https://www.youtube.com/watch?v=Jtb9whFM7pY>
- **Tunisian Post - E-Dinar Card (Video 1)**: <https://www.youtube.com/watch?v=ZlG-ilyVp3A>
- **Tunisian Post - E-Dinar Card (Video 2)**: <https://www.youtube.com/watch?v=TaZ79bV2L9k>
- **Ooredoo - Corporate/CSR Content**: <https://www.youtube.com/watch?v=mR6LlwzZKmc>
- **Tunisia Telecom - "Nessmet Carthage" TV Production**: <https://www.youtube.com/watch?v=SKFSwnv8Z60>
- **STAR Assurances - 60th Anniversary Campaign**: <https://www.youtube.com/watch?v=6GVnvyfRqa0>
- **MAE Insurance - Rebranding Video**: <https://www.youtube.com/watch?v=1vJqjCez6i8>
- **Petrofac - CSR Documentary**: <https://www.youtube.com/watch?v=s4oCljfANXk>
- **Tunisia Tourism Promotion (UNWTO Award 2019)**: <https://www.youtube.com/watch?v=o1eusEAan2l>
- **ISIE - Voter Registration Campaign**: <https://www.youtube.com/watch?v=5MzhhEfi1BU>