



HATEM GAZZEH

Corporate communications
& strategic projects

CONTACT

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Sousse, Tunisia

hatemgazzeh.com

LinkedIn : Hatem Gazzeh

CORE EXPERTISE

Corporate communications

Employer branding

Cross-functional projects

Change communications

Institutional partnerships

Events & engagement

Budgets & suppliers

PROFESSIONAL PROFILE

Corporate communications and cross-functional project professional with over 10 years of communications experience, including more than 8 years with a multinational industrial group. Expertise spans employer branding, partnerships and change communications. Freelance website and business application development since 2014. Holds master's degrees in Entrepreneurship & Project Management and Big Data & Artificial Intelligence.

SELECTED ACHIEVEMENTS

- Co-founded and managed the BIG Event, an internal initiative bringing together more than 600 participants.
- Represented LEONI Tunisia at international communications meetings and regional corporate forums.
- Supported change communications during the Luxshare acquisition and the rollout of corporate visual identity.
- Built partnerships with universities, embassies, chambers of commerce, NGOs and recruitment stakeholders.

PROFESSIONAL EXPERIENCE

Corporate Communications & Marketing Expert

LEONI Wiring Systems Tunisia | August 2018 - present

- Led communications and organisational projects across multiple production sites in Tunisia, supporting a workforce of more than 25,000 employees.
- Coordinated with senior management, international headquarters and cross-functional teams; supported communications during acquisition and restructuring.
- Developed employer branding, recruitment campaigns, corporate events, employee engagement and CSR initiatives.
- Maintained university, media and institutional partnerships; managed project budgets, supplier selection, negotiations and reporting.

Production & Marketing Manager

Blue Moon Pub, Msaken | November 2017 - July 2018

- Promotional campaigns, audiovisual production and sponsorship partnership negotiations.

Head of Media Department

Documentation Center, Tunis | January - October 2017

- Documentary films, infographics and institutional visual content.

Communications & IT Services Manager

Radio RMFM - Elhila Media, Sousse | September 2013 - December 2016

- Audiovisual production and video editing; IT tools, digital platforms and media campaign coordination.

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LANGUAGES

Arabic: native

French: fluent / C1

English: professional / B2

TOOLS

Power BI / Excel

Microsoft 365

Google Workspace

Adobe XD, Photoshop, Illustrator

Canva

Social media & AI tools

CERTIFICATION

Learn to Learn - Soft Skills
Program | September 2021

FREELANCE DEVELOPMENT

Independent developer - digital solutions & business applications

2014 - present | Independent work alongside salaried roles

Designs and develops solutions around business workflows: websites, WordPress, Android applications and management software. Work covers requirements definition, feature planning, interface design and refinement of user journeys.

Stock, invoicing & accounting

Designed and developed an application for inventory management, invoicing and accounting.

Events & KPI

Event management, attendance tracking and KPI monitoring: participants, entries, exits and late arrivals, with a dashboard and exports.

Work tracking & invoicing

Designed and developed an application for tracking work and invoicing.

EDUCATION

Professional Master's in Entrepreneurship & Project Management

IHEC Sousse | Graduated in 2026

Master's degree in Big Data & Artificial Intelligence

ETS Technology School, Sousse | 2022-2024

Bachelor's degree in Multimedia & Web Technologies

ISIM Sfax | 2009-2014

First year of undergraduate studies in Public Law

Faculty of Law & Political Sciences, Sousse | 2019-2020

Baccalaureate in Mathematics

Othmen Chatti High School, Msaken | 2008

INTERNATIONAL EXPERIENCE

International experience: professional workshop in Germany, June 2025.