FRANÇOIS XAVIER MENDY

Social Media & Multimedia Consultant | Digital Communications Specialist | Content Strategist
Languages: French (Native) | English (fluent) | Portuguese (Basic)
Dakar | Senegal
Phone : (+221) 77 437 42 68 - 77 093 37 37
Email : fx.mendy@gmail.com | LinkedIn : https://www.linkedin.com/in/fx-mendy/

PROFESSIONAL PROFILE

Digital Communications and Multimedia Specialist with over 8 years of experience designing and implementing communication strategies, managing social media platforms, creating multimedia content, and supporting institutional visibility for international organizations, NGOs, government institutions, and private sector clients.

Demonstrated expertise in content strategy, social media management, audience engagement, digital storytelling, multimedia production, analytics reporting, and campaign implementation. Proven ability to create impactful communication products across multiple platforms while ensuring brand consistency, accessibility, and audience-centered messaging.

CORE COMPETENCIES

- Social Media Management
- Digital Communications
- Multimedia Production
- Content Strategy
- Audience Engagement
- Community Management
- Social Media Campaigns
- Video Production & Editing
- Graphic Design
- Analytics & Reporting
- Digital Storytelling
- Visual Communication
- Brand Visibility
- Strategic Communication
- Public Relations
- Stakeholder Engagement

EXPERIENCE

COMMUNICATION, MEDIA, MARKETING & PR CONSULTANT

- PR
- Implementation of a 360°communication strategy
- Brand strategy
- Design of communication media
- Media coverage during seminars, meetings and encounters (with foreign delegations)
- Participation in the drafting of mission reports
- Logistics assistance
- Coordination with stakeholders in the field
- Follow-up after printing
- Film production

International Budget Partnership Francophone Africa (April 2025 – March 2026)

- Produced multimedia communication products including infographics, videos, photography, and digital assets.
- Supported dissemination strategies and stakeholder engagement initiatives.
- Developed communication content for governance and public finance programs.
- Contributed to digital visibility and public outreach campaigns.

Etudes et Conseil Energie (June 2023 – November 2025)

- Produced communication materials supporting national energy sector initiatives.
- Developed presentations, reports, visual assets, and multimedia products.
- Coordinated communication activities involving ministries and international delegations.

WIEGO (Women in Informal Employment: Globalizing and Organizing) (February 2023 – February 2025)

- Managed communication activities for international missions and stakeholder events.
- Produced communication materials, visual content, and event coverage.
- Supported institutional visibility initiatives across multiple communication channels.
- Coordinated media and communication support for regional and international activities.

LEAD CONSULTANT Dec 2021 – Present

PUNTO CLIC (Digital Agency - Dakar)

- Lead digital communication strategies for public and private sector clients.
- Manage social media campaigns and content calendars.
- Produce videos, reels, graphics, infographics, and multimedia assets.
- Oversee community management and audience engagement activities.
- Analyze campaign performance and optimize content strategies.
- Supervise creative and production teams.

COUNTRY REPRESENTATIVE (SENEGAL) June 2020 – Present

AFRICA WEB SERVICES (Dakar)

- Managed digital communication and stakeholder engagement activities.
- Produced reports, presentations, and communication materials.
- Coordinated communication efforts for research and field projects.
- Supported multilingual communication and content adaptation.

Business Development & Marketing Manager March 2020 – June 2021

LOOK NEON (Dakar)

- Developed integrated marketing and communication campaigns.
- Produced print and digital communication materials.
- Managed corporate communication and stakeholder engagement initiatives.

EDUCATION

MASTER 1 IN COMMUNICATION FOR DEVELOPMENT 2026

Information Sciences and Technology Centre - CESTI/UCAD • Dakar

INTERNATIONAL PROGRAMME IN SPORTS MANAGEMENT Nov. 2023 – Aug 2024

CIES/FIFA • Dakar

MASTER IN DIGITAL COMMUNICATION (Awaiting Thesis Defense)

Higher Institute of Digital Arts and Crafts - SUP'IMAX • Dakar

Specialization:

- Digital marketing
- Multimedia
- Graphic art

BACHELOR OF ARTS Oct. 2012 - Aug 2016

Cheikh Anta Diop University of Dakar – UCAD • Dakar

Specialization:

- African Studies

CERTIFICATES

Health Advocacy Training & Collaboration Hub (HATCH)
- Guide d'action pour la communication et le plaidoyer dans les médias — Juil. 2026

DisasterReady
- Humanitarian Information Management, Communications & Media — June 2026
- Introduction to Advocacy — Aug. 2026

HP Global
- Strategic planning — Feb 2022

Future Learn & Accenture
- Social Media — Aug 2020
- Web Analytics — Sept. 2020

British Council & Nesta
- Creative Enterprise Program — Oct. 2019

Google Garage – Google Grow
- Digital marketing — March 2021

DIGITAL TOOLS

Social Media & Analytics

- Meta Business Suite
- LinkedIn
- X (Twitter)
- Instagram
- Facebook
- YouTube Analytics
- Google Analytics

Collaboration

- Microsoft Teams
- Zoom
- Google Workspace
- Microsoft 365
- Zoho

Design & Multimedia

- Canva
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- After Effects
- Final Cut Pro

CMS & Digital Platforms

- WordPress
- Drupal
- Wix

REFERENCES

Available upon request.