

Mountaga Cissé

TMT Analyst (Technology, Media, and Telecom)
Live streaming and videoconference specialist
Consultant - New media trainer



SUMMARY

I have more than 15 years of professional experience in the technology and telecommunications sector. First in computer engineering and IT services, my profile has evolved in new media from 2010. My new challenges are to help companies and institutions to benefit from these opportunities and to take better advantage of them. The implementation of digital communication strategies, the management of innovation and digital transformation projects, the production of multimedia content in the new media, the live streaming, videoconferencing and remote working solutions are the sectors in which I am perfectly well at ease.

EXPERIENCE

SIMTECH Media, Dakar (Senegal) - Co-founder & Managing Partner

Since 01/2021

Live-streaming, videoconference, webinar, virtual exhibits ⇨ simtechmedia.sn

SIMTECH Media is an agency specialized in multimedia broadcasting. We assist our clients in the technical organization of online or in-person meetings: Youtube, Facebook, Twitter, LinkedIn, Zoom, Google Meet, Microsoft Teams, private sessions, etc.

SIMTECH, Dakar (Senegal) - Co-founder & Manager

10/2013 - 12/2020

- Advising and supporting companies and institutions in the design and execution of digital projects.
- Live broadcast, live streaming events, video conference sessions.
- Audiovisual production of institutional videos, event films, commercials and infomercials).

DIGITAL 24, Dakar (Senegal) - Founder & Editor

Since 01/2016

Digital 24 is an online multimedia platform exclusively dedicated to ICT. Reports, interviews, talk shows, tutorials and live events. ⇨ digital24.tv

Center for Study of Information Sciences - known as "Centre d'Etude des Sciences et Techniques de l'Information (CESTI)", Dakar (Senegal) - Trainer for the Master in Media and Communication (new media)

Since 03/2012

- Modules on the use and integration of communication tools on the Internet.
- Management and animation of social media and social networks.
- Blogging, Collaborative tools for managing and sharing content.
- Mobile journalism (MoJo) and Data journalism.

SKILLS

- Implementation and monitoring of digital strategy.
- Design and monitoring of projects and campaigns on social media.
- Project management in new media, web, mobile, apps.
- Media monitoring and analysis.
- Proficiency in web hosting management tools / database, domain names, emails, ftp ...
- Content Management System (CMS).
- Proficiency in multimedia management tools, live-streaming, video conference, editing production, broadcasting.
- Training in web 2.0 and new media.
- Training in Mojo (mobile journalism), data journalism, Fact-checking.
- Technical documents drafting, technology survey, IT consulting and new media.

Election Observation Mission of the European Union (EU-EOM), Dakar (Senegal) – Media monitor

01/2019 - 04/2019

- Monitoring, analyzing and reporting online media coverage on the Internet and social media of the electoral process, the campaign and the poll, the activities of candidates, political actors and civil society.
- All with accurate data that will be used for the final report.

ITMAG, Dakar (Senegal) – Co-founder & Editor

06/2009 - 06/2017

ITmag is an online magazine talking about the news technologies and digital in Africa and around the world. ⇨ itmag.sn

- ITmag with the channel Digital 24 was awarded in 2016 the prize of the “Best Content / ICT Publication” at the Jambar Tech Awards organized by CTIC Dakar : more about : ⇨ www.itmag.sn/jta

Dakaractu, Dakar (Senegal) – Digital Manager

03/2015 - 03/2017

Senegalese online newspaper. ⇨ dakaractu.com

- Technical administration of the website.
- Implementation and monitoring of the digital strategy.
- Multimedia productions manager.
- Managing the presence and visibility of the website on social media platforms.

Afrique Communication, Dakar (Senegal) – Digital Manager

02/2016 - 07/2016

Consulting agency in communication and digital strategy. ⇨ afriquecom.com

- Implementation of a digital strategy for the agency.
- Launch and management of a digital campaign for the agency.
- Redesign of the agency's new website.
- SEO of the agency on search engines.
- Launch and management of the digital campaign of the ADEPME labeling project.
- SEO of the project on search engines.
- Live-streaming broadcast of technical workshops and video production.

01-GRAPH, Dakar (Senegal) – IT Manager

11/2009 - 06/2013

- Graphic Communication, Internet, Multimedia.

Election Observation Mission of the European Union (EU-EOM), Dakar (Senegal) – Community Manager

02/2012 - 04/2012

Press office, in charge of social media and website

- Management of the website and social media (facebook, twitter, youtube).
- Press relations for coverage of activities.

REFERENCES

INSTITUT PANOS, ADEPME, CTIC DAKAR, ICFJ, PNUD, NOUVELLES FRONTIERES, ARTP, UNION EUROPÉENNE, INTERNET SOCIETY, OSIWA, CAMPUSEN, UMOA-TITRES, BRITISH COUNCIL, CDP, YEASAAY-FACEBOOK, VOODOO COMMUNICATION, UNFPA, SONATEL-ORANGE, INSTITUT FRANÇAIS, GAÏNDÉ 2000, EJICOM, OLA ENERGY, COS PETROGAZ, COPPER VIEWS, AFRICATIVISTES, ONAS, FONDATION MAVA, MINISTÈRE ECONOMIE NUMÉRIQUE, ANAT, FONDATION MAVA, WETLANDS INTERNATIONAL AFRIQUE, GGGI, PRCM, IPAR, NEXUS GROUPE, SPEAK UP AFRICA, WEBHELP, USAID / WINROCK INTERNATIONAL, SMART AFRICA, FRIEDRICH EBERT FOUNDATION, HEALTH STRATEGY AND DELIVERY FOUNDATION, ...

LANGUAGES

- English
- French
- Wolof

SAFAR TECHNOLOGIES, Dakar (Senegal) – Co-founder & IT Manager

06/2008 - 05/2009

Software engineering and computer services company

- Manage and supervise the technical service and production.
- Design, analyze and ensure validation and support of technical solutions.

FONDAS Group / MIWIS agency, Dakar (Senegal) – IT Consultant

08/2008 - 10/2008

- IT Audit, Consulting, Information System, Telecom.

ORANGE / SONATEL, Dakar (Senegal) – IT Support

08/2005 - 06/2008

- Technical support for Sonatel's professional and enterprise customers (professional solutions, web hosting, messaging, database, internet).

EDUCATION

African Institute of Management (I.A.M), Dakar (Senegal) – Master's Degree in Engineering (Technologist in Computer Science) – known as DITI (Diplôme d'Ingénieur Technologue en Informatique) – With Honor (1st of the class)

11/2003 - 08/2005

Gaston Berger University, Saint-Louis (Senegal) – University Diploma in Networks and Business Computing – known as DURIG (Diplôme Universitaire en Réseau et Informatique de Gestion)

11/2000 - 08/2002

OTHER ACTIVITIES

Communication Secretary and spokesperson of the Professionals Online Press Association – Senegal (APPEL)

07/2015 - 07/2019

Alumni at the International Visitors Leadership Program (IVLP) – USA

03/2017 - 04/2017

Selected by the US State Department to participate in the IVLP program with 21 other nationalities in Washington DC, Annapolis, Boston, Cincinnati and Los Angeles.

The subject of the program focused on new media and traditional media.

“New and Traditional Broadcast Media”.

More information, on this link ⇨ blog.mountaga.com