

# Fatma Elzahraa Mohamed Ahmed Elsayed

Cairo - Egypt

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Personal Details: Egyptian • Female • Married



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## Associate Professor Profile

### Educational Leadership / Student Performance / Skills Development

#### *Professional Summary:*

- Detail-oriented and highly qualified professional with extensive experience in teaching, research and development, and academic programmes management.
- Expertise in conducting research on interdisciplinary phenomena of human communication, teaching media and communication subjects, and leading postgraduates' studies.
- Committed to improving learning experiences for diverse student populations; serve on various academic and extracurricular committees and excited about developing new opportunities for student engagement.
- Knowledgeable in principles and methods for curriculum and training design, teaching and instruction for individuals and groups, and the measurement of training effects.

#### *Areas of Expertise:*

- Curricula Development
- Strategic Planning & Execution
- Student Training/Development
- Teaching/Educational Support
- Change Management
- Performance Improvement
- Issue & Problem Resolution
- Relationship Building
- Effective Communication
- Regulatory Compliance

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## Career Experience

### **Master Degree, New Media | 2017 to 2018**

Leeds University, UK

Conducted research on “Citizenship Facets in the Egyptian Media 2011-2017” and submitted to individual study Module and passed with distinction that published later in a refereed Journal. Participated in group project for improving digital skills of senior citizens and increasing their employability that submitted to the Digital Practices Module and passed with high merit.

#### **Selected Accomplishments:**

- Oversaw A dissertation titled: New Media Technologies and Relieving Humanitarian Crises “The Rohingya Case” submitted to the New Media Program in Sep. 2018.

### **Head of Journalism Department | 2015 to 2016**

Al-Ahram Canadian University, Cairo

Directed overall operations of journalism department to increase standard of journalism education. Conducted effective training sessions to improve writing and communication skills of students. Spearheaded and delivered Journalism programme, while monitoring and improving quality of learning policy.

#### **Selected Accomplishments:**

- Delivered leadership and direction to student regarding weekly newspaper.
- Managed graduation projects of journalism students from start to end.
- Directed central control of final exams process.

### **Editor in Chief of the Scientific Journal of Journalism Research | 2013 to 2015**

Cairo University, Egypt

Led and streamlined periodical process of publishing refereed journalism research for two years. Scheduled meetings with department members to draw outlines of the journal themes. Defined themes outlines in the academic networks, while receiving studies from researchers and delivering studies to referees. Reviewed the final layout of the journal to ensure accuracy.

#### **Selected Accomplishments:**

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- Led publication of 4 issues of journal.
- Planned selected studies for publishing quarterly journal.

## **Lecturer of Media and Journalism | 2007 to 2006**

Cairo University, Egypt

Organised structure of course temporal plan. Prepared most recent audio-visual material to support execution of daily lectures. Utilised new significant resources and activities to optimise course material. Initiated pop up quizzes and surveys from time to time for general feedback. Influenced and motivated colleagues to support course content from their area of interest.

### **Selected Accomplishments:**

- Selected to represent Egypt in the SUSI.
- Earned two awards as best researcher in the International Conference of Mass Communication Faculty.
- Awarded for supervising best graduation project in Journalism in Cairo University.(2007)
- Recognised as First graduate of Journalism Department from Akbar Alyom Press Establishment in 1995.
- Presented as the Model Student in Mass Communication Faculty in 1991.

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## **Additional Experience**

**Trainer of Adobe InDesign CS4** | King Abdulaziz and King Saud Universities, KSA | Cairo University

**TA in Mass Communication Faculty** | Cairo University, Egypt

**Editor in chief for Journalism Department** | Sout Al Jamea, Cairo

**Editor of Foreign Affairs Section** | (Al-Shaab) Egyptian Newspaper, Cairo, Egypt

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## **Educational Background**

**PhD in Mass Communication** | Cairo University

**Master Degree, New Media** | Leeds University

**Master Degree, Journalism** | Cairo University

**BA (Honours) in Mass Communication** | Cairo University

**Study of the U.S. Institute on Journalism and Media** | Ohio University

**Training Courses:** Creative Thinking | The Credit Hour Systems | Crisis Management Skills | Exams & Students Evaluation Systems | Competing for Research Funds | International Publishing for Scientific Researches (Theoretical Colleges) | Managing Institutional Change | Institute of International Education, The LOTUS Scholarship Programme, IIE MenaRegion Office, USAID | "Developing teaching Portfolio", Deanship of Skills Development, KSU (4 training hours) | "Micro Teaching", Deanship of Skills Development, KSU (4 training hours) | "Using Technology in college Teaching", Deanship of Skills Development, KSU (12 training hours) | "Learning Outcomes Assessment", Deanship of skills Development, KSU (8 training hours) | "Scientific Supervision of post graduate students", Deanship of Skills Development, KSU (10 training hours) | "Effective Teaching", Deanship of Skills Development, KSU(8 training hours) | "Course Design and Construction", Deanship of skills Development, KSU | "Parametric and Non-Parametric Tests Using SPSS", Deanship of Skills Development, KSU | "Preparing Data Using SPSS", Deanship of skills Development, KSU | "Feedback as a Tool for Better Learning", Deanship of skills Development, KSU | "E Learning and Virtual Classes", KAU, KSA

**Memberships:** Member of IAMCR | Member of AREACORE | Member of AEJMC

**Honours & Awards:** Maggi Al-Halawany Award for best research in media during the International Conference of Mass Communication Faculty, Cairo University | Alamuddien M. Award for best research in new journalism during the International Conference of Mass Communication Faculty, Cairo | The First Award of the first Symposium for "Creativity in Journalism" of the graduation projects from Department of Journalism, Mass Communication Faculty | Mostafa and Ali Ameen Award, sponsored by Akhbar Alyoum Press Establishment for journalism in 1996 for excellence in graduation | Award of the "Ideal Undergraduate Student" in Mass Communication Faculty