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Personal Data:

- **Nationality:** Egyptian.
- **Date & Place of Birth:** 2/9/1981.
- **Place of Birth:** Cairo, Egypt.
- **Marital Status:** Married.

Current Job:

Teacher and lecturer in journalism department, faculty of mass communication, Cairo University since 26/4/2016.

Education:

- Getting the Ph.D in Journalism,2015 from Faculty of Mass Communication, Cairo University entitled "Factors affecting the future of advertising industry in Egyptian newspapers".
- Getting the M.D in Journalism, 2010 from Faculty of Mass Communication, Cairo University entitled "Factors affecting advertising ethics in Egyptian newspapers",Degree Excellent.
- B.J; Bachelor of journalism, 2005, Faculty of Mass Communication, Cairo University, Degree Rate: First Class Honors.
- Top of his batch.

Language:

- Excels in Arabic.
- Excels in English.

Computer Skills:

- Highly masters computer hard and software as well as the internet.

Academic Experience:

Teaching Courses I taught:

(1) In Faculty of Mass Communication, Cairo University:

- Journalistic Photography.
- Online Journalism.
- Vedio journalism.
- Newspapers Editing.
- Public Opinion.
- Journalistic Translation.
- Media and Society.
- Arabic Language.
- Media ethics and Legislation.
- Special Topic in Media and Society.
- Communication Process.
- Newspapers Management.
- Media Campaigns.
- Press Advertising.

(2) In Department of Mass Communicaion,Sultan Qaboos University: (From Sept. 2019 to June 2021)

- Research Methods of Mass Communication.
- News in Mass Media.
- Media Translation.
- Introduction to Mass Communication.
- Media Ethics.
- Journalistic Article.
- Journalistic Interview.
- Investigative Reporting.

(3) In Open Learning program, Faculty of Mass Communication, Cairo University:

- Communication Technology.
- Communication in foreign language.
- Project for issuing newspaper or magazine.

(4) In Arab Open University branch in Egypt:

- Introduction to Advertising.

Published Books:

- Advertising industry in Egypt and the world: reality, challenges and future prospects. (Cairo, Alsaheb publishing, 2018).

Professional Experience:

- Head of Media Center of Egyptian Presidency (July 2018- Nov. 2018).
- Media advisor assistant for the Central Bank of Egypt (Dec. 2017 – Sept. 2019).
- Media advisor assistant for the Minister of Finance (Dec. 2017– Feb. 2019).
- Media advisor for the Minister of Public Business Sector (July 2016- Sept. 2016).
- Independent representative at Live free Limited International Company (March 2014 till now).
- Independent representative at QI Limited International Company (June 2012- March 2014).
- Media advisor assistant for the Minister of Health (Sept. 2010 – March 2011).
- Head of Media department in Federation of Egyptian Industries (April- July 2008).
- Participating in "Trainees Program", International Marketing & Management Institute.
- Public relation worker at the Ministerial Council Information and Decision Support Centre (June 2006 – Feb. 2007).
- Media advisor assistant for the Minister of Education (Oct. 2005– Jan. 2006).
- Participation in editing and publishing of the university press through "Sout El Gamaa" newspaper (Sept. 2003 to June 2005).
- Training at the Research Department of Arab Radio and Television (A.R.T) (June – Aug. 2004).
- Editing different journalistic categories and arts including news, dialogues, reportages, public opinion data ... etc.
- Performing journalistic dialogues with multifarious sources.
- Editor at the Arab Information Network "Moheet" (Aug. – Oct. 2005).
- Editor at "Akhbar El Nogom" newspaper (June – Sept. 2005).

- Training at "El Syasi El Masry" newspaper (June – Sept.2002).
- Supervisor of the students training in "Sout El Gamaa" newspaper (Sept. 2005-Sept.2016).

Training Courses I Obtained:

- "Critical Thinking" in Faculty and Leadership Development Center, Cairo University, Sept.2021.
- "Interactive Electronic courses",in Faculty and Leadership Development Center, Cairo University, July 2019.
- "Change Management",in Faculty and Leadership Development Center, Cairo University, Dec. 2018.
- "Managing work pressure",in Faculty and Leadership Development Center, Cairo University, July 2018.
- "National Security in countries and crises" in Naser Higher Military Academy,Jan.2018.
- "Creative Thinking" in Faculty and Leadership Development Center, Cairo University, May 2017.
- "Managing Time and Meetings" in Faculty and Leadership Development Center, Cairo University, Jan.2016.
- "Communication skills in different types of education" in Faculty and Leadership Development Center, Cairo University, Dec.2015.
- "Scientific Research Methods" in Human Resources Development Unit in Faculty of Mass Communication, Cairo University, Jan.2014.
- "Statistical analysis of the data" (SPSS) in Human Resources Development Unit in Faculty of Mass Communication, Cairo University, Dec.2013.
- TOEFL course in AMEDST center, Jan 2011 and pass the exam with score 512.
- "Use of Technology in Teaching" in Faculty and Leadership Development Center, Cairo University, May 2012."Organizing Scientific Conferences" in Faculty and Leadership Development Center, Cairo University, Jan. 2012.
- "How to compete for a research fund" in Faculty and Leadership Development Center, Cairo University, Sept. 2011.
- "Student Evaluation" in Faculty and Leadership Development Center, Cairo University, June 2011.
- "Financial and Legal Aspects Course" in Faculty and Leadership Development Center, Cairo University, Dec.2010.
- "Effective Presentation Course" in Faculty and Leadership Development Center, Cairo University, Nov.2010.
- "Strategic Planning Course" in Faculty and Leadership Development Center, Cairo University, Nov.2010.
- "Quality Standards in the Teaching Process Course" in Faculty and Leadership Development Center, Cairo University, Sept.2010.

- "Credit Hours course" in Faculty and Leadership Development Center, Cairo University, July 2010.
- "Issues of University Education: Educational Vision", in Faculty of Mass Communication, Cairo University, April 2010.
- "Statistical Analysis of Data Course" in Faculty and Leadership Development Center, Cairo University, July 2009.
- "Scientific Publishing Course" in Faculty and Leadership Development Center, Cairo University, April 2009.
- "The Preparation and Training of Trainers Course" in Faculty of Mass Communication, Cairo University, Nov.2007.

Workshops and training programs I participated in:

- Strategic planning in higher education during the Corona pandemic and beyond, in cooperation between the United Nations Educational, Scientific and Cultural Organization (UNESCO), the Omani National Committee for Education, Culture and Science and the Regional Center for Educational Planning, April 15, 2021.
- "Professional Standards of monitoring the media during the transitional period in Egypt", Nov. 2011.
- "Media Diversity in Contemporary Societies", in Faculty of Mass Communication, Cairo University, June 2010.
- "Public Opinion Research", in Faculty of Mass Communication, Cairo University, April 2010.
- "Contemporary Egyptian Press", in Faculty of Mass Communication, Cairo University, April 2010.
- "Media professionalism between the theoretical study and the requirements of the labor market", in Faculty of Mass Communication, Cairo University, March 2010.
- "Media and Technology and Issues of the Age", in Faculty of Mass Communication, Cairo University, March 2010.
- "Media and Citizenship" in Faculty of Mass Communication, Cairo University, Feb.2010, April 2010 and Augst 2010.
- Training program of the African journalists in Faculty of Mass Communication, Cairo University, June 2008, Oct.2008 and May 2009.
- "Media and Culture of Quality" in Faculty of Mass Communication, Cairo University, March 2008.
- "Media and Environmental Issues" in Faculty of Mass Communication, Cairo University, Jan.2008.

Individual Published Research:

- Media education and fake news: an intellectual approach in the context of the digital age, a study published within the work of the third international scientific conference of the department of mass communication - Sultan Qaboos University on (mass communication in the digital environment

between the necessities of media education and the requirements of media education, March 2021.

- The use of social media influencers in advertising campaigns, in the scientific Journal of Journalism Researches, Department of Journalism, Faculty of Mass Communication, Cairo University, No.18, July –Dec. 2019.
- Communication Strategies in social marketing campaigns in newspapers and social media: comparative study, in the scientific Journal of Journalism Researches, Department of Journalism, Faculty of Mass Communication, Cairo University, No,14, April/June 2018.
- Advertising industry between traditional and digital media: future opportunities in a changing world), in the scientific Journal of Journalism Researches, Department of Journalism, Faculty of Mass Communication, Cairo University, 1st issue, Jan-March 2015, pp.315-334.
- Ethics of Advertisement Vocational Practice in Egyptian Newspapers between the theoretical ideal and the reality of the application, in Arab Journal of Media & Communication Research, Faculty of Mass Communication, Ahrum Canadian University, 4th issue, Jan-March 2014, pp.296-309.
- Network marketing industry in Egypt and the world: exploratory study, in 20th Scientific Conference of Faculty of Mass Communication, Cairo University, June 2014, **(It is the first study in the arab world about this phenomenon).**

Individual research in progress:

- Employing artificial intelligence applications in advertising departments on Egyptian websites and their economic impacts, a paper presented to the 27th International Scientific Conference of the Faculty of Mass Communication, Cairo University - May 2022, (under publication in the Egyptian Journal of Media Research, issued by the Faculty of Mass Communication, Cairo University). **This research won the second award for the best research presented to the conference.**
- The reality of advertising communication for Egyptian press institutions through electronic platforms: a study in the advertising text and the audience, (under publication in the Egyptian Journal of Media Research, issued by the Faculty of Media, Cairo University).

Group Published Research

- Research about "Press Treatment of the Egyptian Parliamentary Elections, 2011" for "Arab Media Forum for Environment and Development".
- Research about "Egyptian Studies in international media from 1970 until 2010, published in 17th International Scientific Conference of Faculty of Mass Communication, Cairo University in collaboration with UNESCO about "Half a century of Communication Research in Egypt: Current and Future Trends, December 2011.

- Research about "The Role of Media in Shaping Public Attitudes Toward Amending the Personal Status Law" for Center for Research and Women's Studies, Faculty of Mass Communication, Cairo University, June 2009.
- Research about "Higher Education Issues in the Egyptian Press", June 2008.

Non Published Group Research:

- Research about "Media treatment of the Arab child rights issues" for the benefit of the Arab Council for Childhood and Development, December 2012.
- Research about "The Relationship Between Traffic Congestion and Watching TV Channels in the month of Ramadan" for the benefit of the Egyptian Ministry of Information, August 2010.
- Research about "Development of Dar Al Tahrir for Printing and Publishing", March 2010.
- Research about "Image of Egyptian Youth in the Media", January 2009.
- Research about "Egyptian-Saudi Relations in the Arab Press" for Heritage Centre for Documentation and Press in Faculty of Mass Communication, Cairo University, September 2007.
- Research about "Press Treatment of the Egyptian Presidential Elections, 2005" for the Foundation "Friedrich Ebert" German in collaboration with the Faculty of Mass Communication, Cairo University in March 2006.

Co-supervisor of Scientific theses:

(1) Approved theses:

- Samr Ali Hasan, Image of Syrian refugees in Egyptian and Arab sites with relation to attitudes of Egyptian audience towards them, Ph.D thesis, Faculty of Mass Communication, Cairo University, 2019.
- Samar Hasan Ali, Role of Egyptian newspapers in enhancing social capital to audience, Ph.D thesis, Faculty of Mass Communication, Cairo University, 2022.
- Radwa Fathy Ismail, Advertising strategies used in Communication campaigns in newspapers and social media with relation to buying behaviour of Egyptian youth, M.D thesis, Faculty of Mass Communication, Cairo University.

(2) Theses in progress:

- Hana Hussein Elagamy, Factors affecting development of RoseElyosif Magazine from 2005 to 2016, M.D thesis, Faculty of Mass Communication, Cairo University.

Examiner for scientific theses:

- Abdalla Al Rashdi, Scientific implications in the Omani Arab daily press: a study of the characteristics and challenges during 2019, M.D thesis, department of mass communication, college of arts and social sciences, Sultan Qaboos University, 2021.

Conferences I participated in:

(1) By attendance:

- 2nd annual conference of General Syndicate of Electronic Media about "Future of Electronic Media in Egypt and Arab World", Jan.2014.
- 18th International Scientific Conference of Faculty of Mass Communication, Cairo University about "Media And Building Modern State", July 2012.
- 1st Scientific Annual Conference of Faculty of Mass Communication, Ahram Canadian University about "The future of media after Arab Revolutions", March 2012.
- 17th International Scientific Conference of Faculty of Mass Communication, Cairo University in collaboration with UNESCO about "Half a century of Communication Research in Egypt: Current and Future Trends", December 2011.
- International Conference about "50 Years of Communication Research in Local and Global Contexts", Arab Media Research Center in collaboration with UNESCO, University of Westminister, University of Sinai, Dec. 2011. Cairo.
- International Conference about "Rebuilding Egyptian Media for a Democratic Future", Arab Media Research Center in collaboration with University of Westminister and Supreme Council for Culture, March 2011, Cairo Opera House.
- 1st international forum for Scientific Research, Cairo University, Dec.2010.
- Conference on "Media and the Arabic language", Faculty of Mass Communication, Cairo University, March 2010.
- 15th International Scientific Conference, Faculty of Mass Communication, Cairo University, about "Media and Reform: Reality and Challenges", July 2009.
- Fifth Annual Scientific Conference of Nahda University in collaboration with Arab Center for Ethical Education, March 2009, about "Ethics of Media and Advertising".

(2) By attendance and organization:

- 7th International Conference of Scientific Research & its applications, Cairo University, Dec.2009.
- The First International Conference of the Centre for Cognitive Studies in collaboration with Faculty of Mass Communication, Cairo University, Feb.2009, about "Family, Mass Media and the Challenges of the Age".
- 6th International Conference of Scientific Research & its applications, Cairo University, Dec.2008.
- 12th International Scientific Conference, Faculty of Mass Communication, Cairo University, about "Media Freedom and Responsibility", July 2008.
- Cairo International Conference "Puplic Opinion Polls: Theory &Decision Making", Ministerial Council Information and Decision Support Centre, Feb.2007.

- 2nd International Conference of Scientific Research & its applications, Cairo University, Dec.2005.

(3) By making research or working papers:

- The Third International Scientific Conference of the Department of Media - Sultan Qaboos University on "mass communication in the digital environment between the necessities of media education and the requirements of media education, March 2021", participating in a research entitled: (media education and fake news: an intellectual approach in the context of the digital age).
- Network marketing industry in Egypt and the world: exploratory study, in 20th Scientific Conference of Faculty of Mass Communication, Cairo University, June 2014,**(It is the first study in the arab world about this phenomenon)**.
- (Ethics of Advertisement Vocational Practice in Egyptian Newspapers between the theoretical ideal and the reality of the application) in 3rd annual scientific conference of Faculty of Mass Communication, Ahran Canadian University, March 2014.

Forums & Camps I participated in:

- Leadership camp with Team Faith Egypt, QNET international company, Oct. 2012.
- 3rd Media Forum for Arab youth, Cairo University, March 2010.
- 2nd Media Forum for Arab youth, Cairo University, March 2009.
- 3rd Arab youth Forum at Alex Library "Youth, Peace and Security Culture", March 2008.

Focus Group Discussions I Participated in:

- Preparing and participation of four focus group discussions about "Press treatment of the Egyptian parliamentary elections, 2011" for "Arab Media Forum for Environment and Development", March 2012.
- Management of a focus group discussion with Egyptian audience about "Public ownership of the public enterprise sector", for the Ministry of Investment, Sept. 2008.

Training Courses I taught:

- "Newspaper Editing Skills Course" by Training, Documentation & Media Production Center, Faculty of Mass Communication, Cairo University in collaboration with International Union for Consulting, Studies & Training, July 2012, December 2012.

Other Academic Activities:

- Participation in Quality Assurance Unit in Faculty of Mass Communication, Cairo University from Oct.2013 to Feb.2014.
- Participation in updating and development of the library of Faculty of Mass Communication, Cairo University.

Membership of scientific councils and specialized Associations:

- Member in the Board of Journalism Department, Faculty of Mass Communication, Cairo University since the academic year 2016-2017 till now.

Students & Social Activities:

- "Variety" Family co-assistant in Faculty of Mass Communication, Cairo University.
- Cairo University Teaching Club member.

Individual Capabilities:

- Ambitious.
- Ardent to gain more academic and practical skills and experience.
- Capable of rapid gaining of skills and experience.
- Apt to organize and use scientific method in displaying or showing whatever data, information and facts.

Soial Relationships :

- Ready to increase his social connections.

Hobbies :

- Writing short stories and poetry.

Games and Sports :

- Table Tennis -Chess- Constant fitness drills.

Other Activities :

- Attending media conferences, debates and seminars.
- Following up artistic stuff concerning cinema and theatre.

Awards:

- The second place award for the best research presented to the 27th International Scientific Conference of the Faculty of Mass Communication - Cairo University - May 2022, for the research "The employment of artificial intelligence applications in advertising departments on Egyptian websites and its economic effects".
- Cairo University Teaching Club award award of ideal teaching assistant of Faculty of Mass Communication, Cairo University for the year 2011/2012.
- Cairo University Teaching Club award of ideal teaching assistant of Faculty of Mass Communication, Cairo University for the year 2009/2010.
- The second award for the best short story of Cairo University students in the year 2004.

Social Roles:

- Participation in discussios of (Commission 50) to put new constitution of Egypt, Oct.2013.

(References Provided Upon Request)