

Mohamed Moheb Abdelhamid

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Summery:

An accomplished academic professional with a Ph.D. in Mass Communication, specializing in integrated marketing communications and reputation management. With extensive experience in teaching, research, and leadership, I am currently a Associate professor at Sinai University and Midocean University. I bring a deep understanding of media and communication studies, digital marketing, and public relations through my publications and teaching in diverse higher education institutions.

I combine technical expertise with academic insight to foster innovative learning environments.

EDUCATION:

- **Ph.D. degree Entitled "The Role of Integrated Marketing Communications in Managing the Reputation of Profit-making Service Organizations."**
Mansoura University
February 2023
- **Master's degree Entitled "Arab Youth Attitudes Towards Social Responsibility Programs of the League of Arab States."**
Mansoura University
May 2020
- **Bachelor of Mass Communication (Media Marketing Department)**
May 2017
- **Diploma in digital media (Writing for the Web - Data Journalism - Mobile Journalism - Multimedia Content Production - Social Media Media Media - Graduation Project)**
AUC University
present

WORK EXPERIENCE:

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| ● Associate professor - Sinai University | February 2022 - present |
| ● Associate professor - Midocean University (remotely) | September 2023 - September 2024 |
| ● Teaching Assistant - Suez University (part-time) | October 2021- September 2022 |
| ● Teaching Assistant- Al Gezira Academy | July 2020- September 2021 |
| ● Teaching Assistant - AlShorouk Academy | October 2017 – July 2020 |

Publications and Scientific Research:

❖ Scientific Research:

1. Publisher **research** entitled "Persuasive strategies used in electronic marketing applications."
Egyptian Journal of Media Research, Faculty of Mass Communication, Cairo University - Issue 86, Part Two.
Jan2024
2. Publisher **research** entitled "Perceptions and Trends of social media users towards using memes in the Crisis of high prices."
at the Journal of Mass Communication Research "JMCR" - Faculty of Mass Communication, Al-Azhar University, volume 68, issue 1
Oct 2023
3. Publisher **research** entitled "The Effect of the Communication Activities on the Role of the League of Arab States."
journal of Media Research and Communication Sciences-Al Gazira Academy, volume 6, issue6
Abril 2020
4. Publisher **research** entitled "The Directions of the Arabian Youth towards the Social Activities of the League of Arab States."

Journal of Media Research and Studies the Scientific - Al Shorouk Academy, volume 11, issue 1
January- march 2020

5. Publisher **research** entitled "The Role of Marketing Communication the Profitable Organizations."

Journal of the Faculty of Arts - Mansoura University issue 65

August 2019

❖ **BOOKS**

1. Publisher of a **book** entitled "Integrated Marketing Communications"
 Book cloud website **oct 2024**
2. Publisher of a **book** entitled "Introduction to Public Relations."
 Arab Democratic Center for Strategic, Political and Economic Studies - Germany - Berlin -
April 2024
3. Publisher of a **book** entitled "Integrated Marketing Communications and Corporate Reputation Management" Dar-Atlas for Publishing and Distribution
January 2023
4. Publisher of a **book** entitled "me and my Arabic Friend"
 Dar- Atlas for publishing and distribution **July 2021**
5. Publisher of a **book** entitled "1945, the Year of the League of Arab States Rising."
 Dar-al-ulum for Publishing and Distribution **November 2020**

Teaching experiences:

❖ **Public Relations Major**

- International PR
- Internet app in PR & ADS
- PR & advertising publications
- PR & crisis management
- PR in practice
- Special topics in PR & ADS
- Writing for PR
- مدخل إلى العلاقات العامة

❖ **Advertising major**

- Creativity in advertising
- Graduation project
- Promotional activates
- اساسيات الجرافيك
- إنتاج الإعلان
- إنتاج الإعلان الصحفي
- تصميم وتحرير الإعلان الصحفي
- مدخل إلى الإعلان

❖ **Marketing major**

- E-marketing
- introduction to integrated marketing communications
- بحوث تسويق
- تحليل البيانات التسويقية

❖ **General Curriculum**

- Character of Egypt
- interpersonal communication skills
- introduction to communication
- Political Communication
- presentation and communication skills

- الإخراج الصحفي
- تصميم وإخراج الجريدة والمجلة
- مدخل إلى الصحافة والنشر الإلكتروني
- مناهج البحث العلمي

CONFERENCES:

- Participant in the twenty-eighth Annual conference of the Arab-US Association for communication education (AUSACE), "Media coverage and its effects in times of crisis
Ahram Canadian university **oct 2024**
- Participant in the twenty-eighth scientific conference, "Media Content Creation in the Digital Age: Mechanisms and Challenges."
Cairo University **May 2023**
- Participant in the Fifth Scientific Conference "On Digital Media and Crisis Management"
Al-Azhar University **May 2023**
- Participant in the Sixth Scientific Conference "Media and Social Violence Issues"
Shorouk Academy **May 2023**
- Participant in Woman & Youth Conference on Sustainable Development Goals
Ministry of Youth and Sports - Arab Women Organization **February 2018**
- Participating in the Confronting Terrorism Conference
Arab League delegations at Sharm El-Sheikh **Oct 2016**

COURSES:

- **Strategic Planning for Colleges and Institutes of Higher Education**
The organization of teaching quality and accreditation **sep 2024**
- **Description of programmes, courses and assessment of learning outcomes for colleges and institutes of higher education**
The organization of teaching quality and accreditation **sep 2024**
- **Effective teaching and learning strategies for colleges and institutes of higher education**
The organization of teaching quality and accreditation **February 2024**
- **Data Preparation and Analysis Course in Media Research** **December 2023**
Center for Public Opinion Research and Studies - Faculty of Information - Cairo University
- **Fundamentals of Digital Transformation** **April 2022**
The central unit of IT training – Mansoura university
- **English for Academic Purposes course** **January 2022**
English for specific purposes center – Mansoura university
- **Self-assessment at the educational program** **July 2019**
The organization of teaching quality and accreditation
- **ICDL CERTIFICATE** **December 2018**
ICDL Arabia
- **Taha World** **January 2018**
Final Cut Pro X Program
- **Leadership Skills** **March 2017**
- **Presentation Skills** **September 2016**
- **Teamwork Skills** **September 2016**
- **Protocol & Etiquette** **September 2016**
- **Cv & Interview Skills** **September 2016**
LEAGUE OF ARAB STATES

- **Motion Graphics Diploma (Premier–After Effect–Photoshop–Illustrator–Audition)**
Russian Culture Center **January 2014**

PRACTICAL SKILLS:

▪ Head of the center “Communication & media” for Sinai University	NOV 2023- present
▪ Director of the promotional channels for faculty of mass communication	NOV 2023- present
▪ Head of control “level 1”	NOV 2023 - Sep 2024
▪ Academic advising	May 2023- present
▪ Spokesman for faculty of mass communication	October 2023 -present
▪ Director of the Training and Production Unit (ST-HUB) - Sinai University	NOV 2022 - July 2023
▪ A member of the advisor’s committee at the fourth scientific conference of the Shorouk Academy.	2018-2019
▪ Sustainable Development- AlShorouk Academy	March 2017
○ <i>Organization</i>	
▪ Head of Simulation Model of the League of Arab States	April 2016
▪ Youth Creativity Festival – Egyptian Opera House	April 2016
○ <i>Organization</i>	

INTERNSHIPS:

LEAGUE OF ARAB STATES

<i>Summer Intern (Conference Organization)</i>	July 2016 - Oct 2016
▪ Responsible for the official summer intern’s Facebook page.	
▪ Photography and videography team member.	

Cairo Airport

<i>Business Lounge</i>	August 2015
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LANGUAGES:

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- English (V.Good)
 - Arabic (Native)