Hala Elalfy Fawzy

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Mass Media Assistant Professor| AI & Social Media Expert| Researcher & Trainer

- Certified AI applications trainer in scientific research (Scientific Events Gate, Malaysia).
- Assistant professor specializing in media, AI, and digital transformation.
- International reviewer for five peer-reviewed journals.
- Experienced trainer with over 13,000 professionals trained in AI, social media, and media production.
- Skilled in AI-based media content creation, social media analysis, and digital marketing.
- Researcher with expertise in SPSS and AI-driven data analysis.
- Active lecturer in "One Million Researchers Project", focusing on research methodology.

Skills

- AI & Digital Transformation in Media.
- Social Media Management & Analytics.
- Research Methodology & Data Analysis (SPSS& Python).
- Strategic Communication.
- Writing & Editing for Advertising & Media.
- Content Creation & Podcast Production.
- Market Research & Focus Groups.
- Strategic Communication & Digital Marketing.
- Digital Journalism & Mobile Journalism.
- Undergraduate and Graduate Teaching.

Recent Awards

- **Certified AI Trainer –** Scientific Events Gate, Malaysia (2024)
- **Media Creativity Award –** Media and Digital Transformation Foundation (2024, International Research)
- **Reviewer Recognition –** Innovations Journal of Humanities & Social Studies (2024)
- **Certified Expert in AI Applications in Research & Training –** Scientific Events Gate, Malaysia (2024)
- **Reviewer Recognition for Future PR & Metaverse Research –** IJHS Journal (2025)

Professional Experience

- ◆ **ASSISTANT PROFESSOR –** MIDOCEAN UNIVERSITY, MORONI (SEPT 2023 - PRESENT)
- ◆ **LECTURER –** EIFAD ACADEMY (JAN 2022 – SEP 2024)
- ◆ **MEDIA CONTENT CREATOR & TRAINING PACKAGE DEVELOPER –** TANAWIA EL-ELAM (OCT 2023 – OCT 2024)
- ◆ **SESSION COORDINATOR –** NAHDA MODERN INSTITUTE, KUWAIT (JAN 2021 - PRESENT)
- ◆ **MEDIA CONTENT CREATOR & TRAINER –** TANAWIA EL-ELAM (OCT 2023 - PRESENT)
- ◆ **PUBLIC RELATIONS EDITOR – AIN MAGAZINE (FEB 2005 - PRESENT)**

Education:

🎓 **PhD in Radio & TV Art Technology – Faculty of Arts, Mansoura University (2022)**

🎓 **Artificial Intelligence Journalism and Media of the Metaverse Professional Diploma – AIJRF (2024)**

🎓 **Professional Digital Media Diploma – American University in Cairo (2022)**

🎓 **Master's in Radio & TV Art Technology – Faculty of Arts, Mansoura University (2020)**

🎓 **BA in Media, Radio & TV – Tanta University (2005)**

Selected Accomplishments:

- General coordinator of the Sustainable Education and Technology Conference.

- Presenting two workshops entitled "Methods of Producing Interactive Educational Content in The Era of Artificial Intelligence" and a lecture entitled "Education and Artificial Intelligence: Between Allowed and Prohibited" as part of the conference titled "Sustainable Education and Technology: The Pivotal Role of Artificial Intelligence.

- Presenting four lectures as part of the "Arab Sustainable Development Initiative" within a diploma program titled "Developing Scientific Research for Sustainable Development: Multidisciplinary Diploma".

- Teaching two diplomas, one titled "Employing Artificial Intelligence Techniques in Research Methodologies" and the other titled "Producing Content with Artificial Intelligence" at the IFAD Scientific Academy.

- Presenting a workshop on the sidelines of a conference titled "Digital Media and Artificial Intelligence Technologies". The workshop was entitled "Utilizing Artificial Intelligence Techniques in Producing Media Content" and was presented in collaboration between the Scientific Events Gate and Mansour University College in Iraq.

- Introduction to digital journalism, Reuters.

- Presentation of a training course for the production of media content entitled "Production of interactive news stories" at the Federation of Egyptian Media Women.

- Providing a training course entitled "Preparing the research plan", in cooperation between the IFAD Academy of Science, Bani Walid University in Libya, and the Koma University of Science and Technology in Iraq.

- Presentation of a lecture entitled "How to Choose the Research Idea and Collect Information for the Preparation of the Research Plan According to the Study Variables" at the IFAD Scientific Academy.

- Participation in several webinars on the evaluation of learning during the coronavirus pandemic in the Arab countries, UNESCO Regional Bureau for Education in the Arab States.

- Participation in the second international conference entitled: "Digital media and social transformations in the Arabian Gulf", Gulf University.

- Besides participating in and attending a large number of training courses and workshops.

- participated in the webinar on Learning Assessment During Education in the Arab states, the UNESCO Regional Bureau for Education in the Arab States.

- A certificate awarded for completing the program of Google's "Basis of Digital Marketing".

Courses:

- One Million Prompters- Dubai Future Foundation& Dubai Center Artificial Intelligence (2025).

- Data Analysis & Business Intelligence Diploma – Tech Mind (2024, 80 hours).

- Building Your First Computer Vision Model – AI Training Program (2024).

- Training Series Presented by Pamela Howard about Artificial intelligence and journalism in Arabic, The International Center for Journalism. September 2023.
  Training sessions on Audience Engagement Strategies as part of the "ENGAGE" training for Journalists and news creators, the International Center for Journalists Recognizes and Meta. October 2023

- "ENGAGE" Training for Journalists and News Creators, The International Center for Journalists Recognizes& Meta. April 2023.

- Fundamentals of Digital Transformation Certificate, Mansoura University. May 2021

- Presentation Skills, The University Development Center, Mansoura University. January 2021

- Research Ethics, The University Development center, Mansoura University. January 2021

- Diploma in Public Relations, Akhbar Al-Youm Center for Training and Consulting. December 2020

- TOT, Arab Center for Training and Human Development. December 2020

- International Observer Diploma, The Arab system. November 2020

- Diploma in diplomatic commercial representation & delegation in consular relations in Council of Arab Economic Unity. October 2020

- Scientific Research Skills - The Scientific Institute of Advanced Training and Studies Malaysia. 28th of October 2020

- SPSS from STATISTA foundation. 10th of October 2020

- Diploma of diplomatic representation, The Arab Institute for Studies - Arab Teachers Union - UNESCO Member. 1st of October 2020.

- Preparation of professional leaders, ETCD for Development. 15th of August 2020

- TOEFL ITP. 12th of December 2018

- ICDL CERTIFICATE. 19th of September 2017.

Scientific output:

- Tendency of media students towards the use of AI & technology tools in education. Innovations Journal of Humanities and Social Studies, 3(1). (2025) https://doi.org/10.61856/w5221s80

- The Attitudes of Faculty Staff Members and Their Assistants Towards Students' Use of AI Tools In Scientific Research, International Journal for Humanities & Social Sciences (IJHS), 49-61. (2024). https://www.journal.schwlar.com/index.php/IJHS/article/view/80

- Digital Environmental Media and its Relationship to Egyptian Audience Attitudes Towards Climate Change. Cairo University, Faculty of Mass Communication, Egyptian Journal of Public Opinion Research, vol. 29. (2024) https://journals.ekb.eg/article_382073.html

- Uses of Hologram Technology in Mass Media A Second-Level Comparative Analytical Study from 2000 to 2024". Midocean Journal of Scientific Research and Studies, Vol.1. (2024) https://mojr.midocean.edu.km/researches/eb684197-a39f-4d21-b4a2-8d95e6578955

- The Impact of Youth Use of "Metaverse" on Understanding and Remembering the Cultural Content: An Experimental Study", has been accepted to be presented at "THE 3RD INTERNATIONAL CONFERENCE ON RESEARCH CHALLENGES AND RECENT TRENDS IN APPLIED AND HUMANITARIAN SCIENCES" (RCRT 2023), in Sulaimani, at Komar University of Science and Technology, Kurdistan Region-Iraq. Q2 journal "Turkish Online Journal of Distance Education" (TOJDE), indexed in SCOPUS and Web of Science, September 17-19, (2023). (Under publication)

- Digital media content production and its relationship to the frames of media incitement used in addressing social issues on Twitter and the methods of confronting them, The Egyptian Journal of Media Research, Faculty of Media, Cairo University, Volume 1, Issue 84, (2023). https://journals.ekb.eg/article_323691.html

- Frames of Media Incitement on Social Media and their Relationship to the Attitudes of Egyptian Youth towards Social Issues, Journal of Faculty of Arts, Menoufia University - Faculty of Arts, Volume 132, Issue 4, (January 2023). https://journals.ekb.eg/article_255528.html

- Videos combating crime on YouTube and their relationship to the attitudes of Arab viewers towards the level of security in Egypt, Journal of Faculty of Arts, Mansoura University, Faculty of Arts, Vol. 65, 2019.

Languages:

◆ Arabic: Native

◆ English: Fluent

Professional Affiliations:

◆ Member – AI & Media Innovation Research Groups

◆ Reviewer – Five International Peer-Reviewed Journals

◆ Trainer & Speaker – Scientific Events & AI Research Conferences