



**Sarah Mahmoud Abdul-Aziz**

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### **Personal Information:**

*Date of Birth: 1/5/1985.*

*Religion: Muslim.*

*Social status: Married.*

### **Qualifications**

*\* Bachelor of Arts - Department of Media - Helwan University -  
Division of Public Relations and Advertising - Specialization in Digital  
Communication.*

*Appreciation: Very good with honors*

*Graduation Year: 2006 .*

*\* MA in advertising under the title (Factors Affecting the Public's  
Response to Drug Ads on Arab Satellite Channels).*

*Appreciation: Excellent/ 2013.*

*\* PhD in public relations and digital communication under the title (exposure to political ridicule through social media and its relations with the image of political officials in Egypt).*

*Appreciation: Excellent- First class honors / 2016.*

*\* Research entitled: The Egyptian public's request for health information via the Internet and its relationship to their level of health awareness, published in the Journal of Public Opinion at Cairo University 2018.*

*\* Research entitled "Innovative Strategies for Health Institutions Advertisements - Ramadan 2019 AD" published research in Public Relations Journal at Cairo University 2019.*

*\* Research entitled "Impression management strategies and their relationship to the level of job performance- A case study on Telecom Egypt employees", published in Journal of mass communication Research (JMCR) at ALAZHAR University 2020.*

*\* Research entitled "The role of mobile banking in enhancing the level of customer confidence in electronic banking services", published in Arab Journal of Media and Communication Research at Al-Ahram Canadian University 2021.*

*\* Research entitled "Exposure to influencers through social networking sites and its reflection on the value system" A field study on Egyptian youth, published in The Egyptian Journal of Media Research at Cairo University 2023.*

*\* I participated in many conferences, the most recent of which was the Arab American Society of Communication Professors Conference of the American University, which was held last November at Orebo University, Sweden, Entitled "Management of Impressions within Government Institutions".*

## Courses obtained

<i>Using Microsoft applications in delivering lectures</i>	<i>Graphic Design</i>
<i>Scientific Publishing Rules</i>	<i>E-learning and hybrid education.</i>
<i>.Take exams electronically</i>	<i>Microsoft Office365: What it is and its potential in teaching</i>
<i>Use statistical analysis to write reports</i>	<i>Research electronic correction, Electronic control works</i>
<i>Credit hour system</i>	<i>Feasibility study for research projects</i>
<i>University Administration</i>	<i>Effective presentation skills.</i>
<i>Effective Marketing</i>	<i>Time and meeting management.</i>
<i>Manage the quality team</i>	<i>Academic Mentorship</i>

## Scientific and practical experiences

- *teaching Assistant, Department of Media - Faculty of Arts – Helwan University.*
- *Assistant Lecturer, Department of Media - Faculty of Arts - Helwan University.*
- *Assistant professor of Public Relations and E- communication - Faculty of Arts - Helwan University from 2016-2019.*
- *Assistant professor of Public Relations and E- communication - Faculty of Media - HAL shrouk Academy from 2019-2021.*
- *Assistant professor of Public Relations and E- communication - Faculty of Arts - Helwan University and 6 October University from 2021- still now.*

- *Supervising several graduation projects for media students, some of which have been implemented on the ground.*
- *Giving training courses in the field of public relations, crisis management, protocol, and etiquette for many employees of Arab organizations.*
- *Member of the Quality and Accreditation Committee, Faculty of Arts, Helwan University.*
- *Preparing and presenting program seminars on public relations and communication with terrestrial and satellite channels.*
- *Participation in the Arab Producers Festival for Creativity Control and monitoring work for control units.*
- *Experience in interdisciplinary studies in cooperation with a German university.*

**Teaching many courses for media students, namely:**

- .Public Relations Management and Planning*      *.Ceremonies and etiquette*
- .Applied advertising*      *.Advertising management and its economics*
- .Introduction to Radio Art*      *.Media documentation*
- .communication skills*      *.Planning and crisis management*
- .Public Relations and Crisis Management*      *.Ad design*      *.Direct and electronic marketing*
- .Media translation*      *.social media Marketing*

I am pleased to present to you my CV and I hope to be a member of your team

Dr. / Sarah Mahmoud Abdel Aziz