



Curriculum Vitae

Name: Nahla Swelam Gouda

Title: Teaching Assistant

Department: PR and Advertising

Qualifications:

- Bachelor's Degree in Mass Communication – Cairo University

Career Hierarchy:

- Teaching Assistant

Date: 2/10/2021



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Scientific Activities

Training Courses/workshops:

1. Scientific writing – oct 2021
2. Statistical procedures for scientific research – March 2022

Conferences, Seminars and Workshops:

1. Mass Communication's Radio and TV Department March seminar
2. How to write a research problem – Dr Gihan Yousry

4: Teaching Scopes:

1. Public relations principles
2. Advertising
3. Digital marketing
4. Social media management



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Skills

- **Language Skills:** English, fluent
- **Computer Skills:** MS Office, social media management, On-page SEO, Canva designing, SEMRush, Premiere Pro, MailChimp
- **Presentation skills: excellent**
- **Other skills:**

Writing features

Writing news articles

Writing blog posts

Articles Editing

Copywriting

Multimedia reporting

Events Coverage

Source interviewing

Video production

Video post-production

Premiere Pro mastery

Video syncing

Ability to work in teams

Excellent presentation

skills

Ability to work under stress

Ability to meet tight

deadlines

Multitasking