



## Curriculum Vitae

**Name:** Salema Ahmed Mahmoud Sharaf

**Title:** Assistant Professor at Public Relations & Advertising department , Faculty of Mass Communications, Sinai University, Kantara branch.

**Department:** Integrated marketing communications

**E-mail :** Salema.ahmed@su.edu.eg

### A) Academic Qualifications:

- **Bachelor's Degree in** Mass Communication (Public relation & Advertising) , Distinction : Excellent with Honor degree. **University:** Cairo University **Year :** 2009
- **Master Degree in** Mass Communication (Public relation & Advertising) **University:** Cairo University **Year :** 2017
- **Ph.D in** Mass Communication (Public relation & Advertising) **University:** Cairo University **Year :** 2021

### • Other Qualifications:

- Professional Diploma in Digital Marketing , The Arab Academy for Science and Technology & Maritime Transport ,2022 .
- Professional Diploma in Marketing & Sales ,The Arab Academy for Science and Technology & Maritime Tansport ,2022-2023 .

## **B) Academic promotions:**

**Lecturer at** : Public Relations & Advertising department , Faculty of Mass Communications, Sinai University, Kantara branch.

**Date:** 2022 until now

## **C) Scientific Merit:**

- Google Scholar :

[https://scholar.google.com/citations?hl=en&user=8u1LJfkAAAAJ&view\\_op=list\\_works&gmla=AL3\\_zijzomRiDOcUbOac\\_BtFYkzv8mLZn4xESaZwpjPur2M3ZIJnjlWAGSh6eLRUBMDvEeXQd1HZ5yYhgmgExSP7](https://scholar.google.com/citations?hl=en&user=8u1LJfkAAAAJ&view_op=list_works&gmla=AL3_zijzomRiDOcUbOac_BtFYkzv8mLZn4xESaZwpjPur2M3ZIJnjlWAGSh6eLRUBMDvEeXQd1HZ5yYhgmgExSP7)

## **D) Academic Administrative Experiences:**

- Author of two books, "Creative Campaigns Management" and "Deceptive Marketing," both published by Dar Alnahda Alarabia.
- Teaching materials: " Interpersonal Communication Skills ,Digital Marketing ,Internet Application in PR & Ads ,Principles of Marketing , Public Relations and Advertising campaigns, Media Translation , Production of Radio & TV Materials for PR and Advertising ,AI applications in marketing ,Writing for marketing communications” .
- Supervisor of the Department of Public Relations at Sinai University, Faculty of Mass Communication 2022 until now.
- Coordinator of the Public Relations and Advertising Program at the Faculty of Mass Communication, Sinai University, since 2022 until now.
- Supervisor of Marcom Magazine, a scientific magazine specialised in the field of marketing issued by the Faculty of Mass Communication at Sinai University.
- Administrative member of many of projects that is funded by the Ministry of Higher Education.
- Secretary of the Council of the College of Mass Communication 2022 to date .

## **E) Scientific Activities**

### **1: Membership of Professional Organizations and Scientific Societies**

Member of the Scientific Research Ethics Committee at Sinai University since 2023.

## 2: Training Courses/workshops:

- Passed Successfully Course in "**Introduction to Industrial AI**" , The Arab Academy for Science and Technology & Maritime Tansport,2024.
- Training course for "**Effective teaching and learning strategies for higher education colleges and institutes,**" organised by the National Authority for Quality Assurance and Accreditation of Education, 2-2024.
- Participation **in the Research Ethics Workshop** (18th April 2024) Organized by The Egyptian Network of Research Ethics Committees (ENREC) & Research and Ehics Capacity Development Institute (ARECDI) at Sinai University.
- Completing eight training sessions **on digital storytelling** as a part of "ENGAGE" Training for Journalists and News Creators , The International Center for Journalists Recognizes,from January to Februray 2023.
- Completing five training sessions on **Immersive Video Reporting** as a part of "ENGAGE" Training for Journalists and News Creators , The International Center for Journalists Recognizes,from July to August 2023.
- Training course for "**Effective manager in education institutions**" ,held at Sinai university under supervision of The Quality Assurance Center ,2022.
- Training Workshop on Constructive Journalism, 2023, Sinai University .
- **Digital Marketing Strategies and Social Media** Tactics Course that is organized by Faculty of Mass Communication, Cairo University, 5-2022.
- Executive Training on Institutional Memory Program that is organized by the Projects Management Unit , Damanhour University,2021.
- Executive Training on "**ISO 9001 Lead Implementer Training**" ,Damanhour University,2017.
- Training program on "**E-learning Course**", Damanhour University,2016.
- Partnership for The second Scientific Conference of the Faculty Pharmacy, Damanhour University ,2016.
- Training program on "**Time Management Course**" , Damanhour University,2015.

### 3: Conferences, Scientific Publications:

- Evaluating the Use of Artificial Intelligence Technologies in Achieving Environmental Sustainability “Case Study”, research presented at **the International Conference of Faculty of mass communication, Cairo University, 2024**(Arabic).
- "The use of artificial intelligence techniques in crisis management in companies operating in Egypt: an exploratory study," that won the Excellence Award at **the First International Scientific Conference of the College of Media, University of Liwa, Abu Dhabi**. My paper was published in the conference booklet Academic Qualification and Professional Practice of Public Relations, published by Dar Shahrazad in Jordan in 2024. Book URL

[https://drive.google.com/file/d/1TaWPhVesrUoTu4dOBI06eLWHY1QzeYO\\_/view?usp=drive\\_link](https://drive.google.com/file/d/1TaWPhVesrUoTu4dOBI06eLWHY1QzeYO_/view?usp=drive_link)

- The use of artificial intelligence techniques in writing marketing content for content makers in Egypt, a qualitative survey study, research presented **at the International Conference of Faculty of mass communication, Cairo University, 2023**(Arabic).
- The use of artificial intelligence techniques in managing the emerging coronavirus crisis, a qualitative survey study, research presented at **the International Conference of Faculty of mass communication, Alazhar University. 2023**(Arabic).
- Disinformation about societal crises and their impact on hate speech practices among social media users in Egypt "Analytical study", A joint research presented at the **International Conference of the Faculty of Communication - Al-Ahram Canadian University, 5-2023**.

- The effect of promotional deception on the mental image of the public Egyptian audience's Towards marketers in Egypt "field study", **The Scientific Journal of Public Relation& Advertising Research**, vol.22, January-June 2021. (Arabic).
- Factors affecting the effectiveness of advertising misleading practiced through traditional and new media " An analytical study ", **The Scientific Journal of Public Relation& Advertising Research**, vol.22, January-June 2021. (Arabic).

#### **4: Teaching Scopes:**

Speciality : Integrated Marketing Communications & Digital Marketing .

Author of two books, "Creative Campaigns Management" and "Deceptive Marketing," both published by Dar Alnahda Alarabia.

Teaching materials: " Interpersonal Communication Skills ,Digital Marketing ,Internet Application in PR & Ads ,Principles of Marketing , Public Relations and Advertising campaigns, Media Translation , Production of Radio & TV Materials for PR and Advertising ,AI applications in marketing ,Writing for marketing communications” .

#### **5: Scientific supervision number: 0**

#### **6: Awards and Certificates of Appreciation:**

- 2023, At **Liwa College** of Technology's First International Conference on Public Relations in Abu Dhabi, my research paper, "The use of artificial intelligence techniques in crisis management in companies operating in Egypt: an exploratory study," took third place out of all the research submissions.
- 2023, **Sinai University** obtained second place in the Ministry of Higher Education's competition under the slogan "Together to confront destructive ideas" to present a television advertisement for the Be Protector campaign, a campaign presented by the College of Mass Communication to combat violence against women, and it was under my supervision.  
<https://www.facebook.com/profile.php?id=100087669305346...>
- **Damanhour University Award** for the Best Coordinator for Student Activities at Faculty of Pharmacy, 2017/2018, 2018/2019.
- Cairo University Award for **the first centre in the culture competition** of writing common poetry in the faculty of Mass Communications, 2009.

#### **G) Quality Assurance in Higher Education:**

##### **- QA Managing Positions**

Coordinator of the Public Relations and Advertising Program at the Faculty of Mass Communication, Sinai University, since 2022 until now.

##### **Training Attended**

- Training course for "**Effective teaching and learning strategies for higher education colleges and institutes,**" organised by the National Authority for Quality Assurance and Accreditation of Education, 2-2024.
- Training course for "**Self-assessment of higher education colleges and institutes**" organised by the National Authority for Quality Assurance and Accreditation of Education, 9-2023.
- Training course for "**Academic Advisor** " ,held at Sinai university under supervision of The Quality Assurance Center ,2023.

- Training course for "**Program Evaluation**" ,held at Sinai university under supervision of the Quality Assurance Center ,2023.
- Training course for "**Standard Setting**" ,held at Sinai university under supervision of The Quality Assurance Center ,2023.

## H) Skills

- Uploaded audio Tracks with my voice on Sound Cloud Site :
  - <https://soundcloud.com/salma-sharaf-908858426>
- 2022 to date: Supervising the monthly publication of the newsletter of the Faculty of Mass Communication –Sinai University.
- 2022-2023:Supervising the production of a number of television and radio advertisements for marketing campaigns at the Faculty of Mass Communication - Sinai University.
- Participation as a voice-over in TV ads for campaigns launched by the Faculty of Mass Communication - Sinai University.  
<https://www.facebook.com/profile.php?id=100087669305346&mibextid=ZbWKwL>  
[https://drive.google.com/file/d/10R8KylQGeO9ODtAmd2LhNrrXb7K1Mlbd/view?usp=drive\\_link](https://drive.google.com/file/d/10R8KylQGeO9ODtAmd2LhNrrXb7K1Mlbd/view?usp=drive_link)
- Preparing and establishing a complete live session of a radio broadcast called “for the first time”, Radio horyatna,2009.
- Writing up common poetry.

Languages								
Languages	Read		Translate		Write		Speak	
	Easily	Not Easily	Easily	Not Easily	Easily	Not Easily	Easily	Not Easily
Arabic	•		•		•		•	
English	•		•		•		•	