



Curriculum Vitae

- **Name: Mohamed Moheb Abd el-Hamid**
- **Title: Lecturer**
- **Department: Integrated communication marketing**
- **E-mail: Mohamed.moheb@su.edu.eg**

A) Academic Qualifications:

- Bachelor's Degree in Media Marketing University: Mansoura Year: 2017
- Master's Degree in Public Relation University: Mansoura Year: 2020
- Ph.D. in Integrated communication marketing University: Mansoura Year: 2023

B) Academic promotions:

- Demonstrator, Date: 1/9/2017
- Assistant Lecturer, Date: 1/9/2020
- Lecturer, Date: 1/6/2023

D) Academic Administrative Experiences:

- Head of control of the first level
- Spokesperson for the College of mass communication
- Director of the university's media communication center



- Director of social media for the collage of mass communication
- Academic advisor

E) Scientific Activities

2: Training Courses/workshops:

Fundamentals of digital transformation

ICDL CERTIFICATE

Self-assessment at the educational program

Final Cut Pro X Program

Motion Graphics Diploma (Premier–After Effect–Photoshop–Illustrator–Audition)

Leadership Skills

Presentation Skills

Teamwork Skills

Protocol & Etiquette

Cv & Interview Skills

English for academic purposes course

3: Conferences, Seminars and Workshops:

Participant in the Sixth Scientific Conference of Al-Shorouk Media

Participant in Woman & Youth Conference in Sustainable Development Goals

Participating in Confronting Terrorism Conference as one of the Arab League delegations at Sharm El-Sheikh

4: Teaching Scopes:

Public relations – advertising – marketing

F) Scientific Publications:

- National journals

Publisher of research at the twenty-eighth international scientific conference at the Faculty of Mass Communication, Cairo University, "Persuasive Strategies Used in Electronic Marketing Applications"



Publisher of research at the Fifth Annual International Scientific Conference of the Faculty of Mass Communication, Al-Azhar University, entitled "Perceptions and Attitudes of Social Media Users Towards Employing Humor in the Crisis of High Prices"

Publisher of a **book** entitled "Integrated Marketing Communications and Corporate Reputation Management" Dar-Atlas for Publishing and Distribution

Publisher of a **book** entitled "me and my Arabic Friend"
Dar- Atlas for publishing and distribution

Publisher of a **book** entitled "1945, the Year of the League of Arab states rising."
Dar-al-ulum for Publishing and Distribution

Publisher **research** entitled "the effect of the communication activities on the Role of the League of Arab States."
the scientific magazine of Al gizera academy

Publisher **research** entitled "The Directions of the Arabian Youth towards the social activities of the League of Arab States."
The scientific magazine of Al shorouk academy

Publisher **research** entitled "The Role of Marketing Communication the profitable organizations."
The magazine of faculty of Arts el Mansoura University issue 65

G) Quality Assurance in Higher Education:

- **QA Managing Positions**
- **Strategic Planning Standard Coordinator**
- **Financial Resources Standard Coordinator**
- **Faculty Standards Coordinator**

H) Skills

- Language Skills: v.good
- Computer Skills: excellent
- Presentation skills: excellent