

SARAH ABDELAZIZ

ASSISTANT PROFESSOR OF PUBLIC RELATIONS AND E-COMMUNICATION

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PROFESSIONAL SUMMARY

Assistant Professor of Public Relations and E-Communication with extensive experience in teaching, academic research, and professional training. Specialized in digital communication, crisis management, and social media marketing, with strong skills in data analysis and campaign management. Experienced in supervising graduation projects and developing public relations strategies and corporate communication plans. Committed to innovation, development, and publishing impactful research in digital media and communication.

EDUCATION

- Ph.D. in Public Relations and Digital Communication** **2016**
- Helwan University, Cairo
 - Title: "Exposure to political ridicule through social media and its relationship with the image of political officials in Egypt"
 - Grade: Excellent with First-Class Honors
- M.A. in Advertising** **2013**
- Helwan University, Cairo
 - Title: "Factors Affecting the Public's Response to Drug Ads on Arab Satellite Channels"
 - Grade: Excellent
- Bachelor of Arts in Media - Public Relations and Advertising Division** **2006**
- Helwan University, Cairo
 - Specialization: Digital Communication
 - Grade: Very Good with Honors

PROFESSIONAL EXPERIENCE

- Assistant Professor of Public Relations and E-Communication** **Nov 2016 – Present**
- Faculty of Arts, Helwan University**
- Taught undergraduate and postgraduate courses in public relations, digital communication, and strategic media planning, focusing on integrating emerging technologies and tools.
 - Supervised several graduation projects, including notable campaigns such as "Healthy Eating Campaign," "Vitiligo Awareness Campaign," and "Animal Welfare Campaign," many of which were implemented in real-world contexts.
 - Published impactful research in esteemed journals on topics like crisis management, social media influence, and corporate communication strategies.
 - Delivered professional training programs in public relations, protocol, etiquette, and crisis management for employees in Arab organizations.
 - Participated in interdisciplinary studies in collaboration with a German university, focusing on advancing e-communication strategies.
 - Member of the Quality and Accreditation Committee, ensuring compliance with academic standards and leading program development initiatives.
- Assistant Professor of Public Relations and E-Communication** **2019 – 2021**
- Faculty of Media, HAI Shrouk Academy**
- Taught courses on digital communication tools, public relations strategies, and content creation to prepare students for modern media challenges.
 - Conducted training workshops on social media marketing, campaign management, and media analytics.
 - Developed innovative course content to align with digital media trends and strategic communication frameworks.

Faculty of Arts, Helwan University

- Assisted in teaching courses on advertising strategies, public relations basics, and media ethics, supporting student engagement and academic success.
- Contributed to research projects focusing on audience behavior, media ethics, and political communication.
- Prepared and delivered seminars on digital media trends and their impact on communication strategies.

CONFERENCES

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|---|-------------|
| The Ninth International Scientific Conference - Tikrit University, Iraq | 2024 |
| • Title: "Arab Society between International Conflicts and Local Crises - Academic Visions". | |
| The Arab American Association of Communication Professors Conference - Örebro University, Sweden | 2022 |
| • Title: "Media and Fake News". | |

SCIENTIFIC RESEARCH

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| The role of mobile banking in enhancing the level of customer confidence in electronic banking services | 2021 |
| • Published in the Arab Journal of Media and Communication Research at Al-Ahram Canadian University. | |
| Impression management strategies and their relationship to the level of job performance – A case study on Telecom Egypt employees | 2020 |
| • Published in the Journal of Mass Communication Research (JMCR) at Al-Azhar University. | |
| Innovative Strategies for Health Institutions Advertisements – Ramadan 2019 AD | 2019 |
| • Published in the Public Relations Journal at Cairo University. | |
| The Egyptian public's request for health information via the Internet and its relationship to their level of health awareness | 2018 |
| • Published in the Journal of Public Opinion at Cairo University, 2018. | |
| 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. | |
| The Egyptian public's tendency towards organizations adopting artificial intelligence applications in customer relationship management and its reflection on their behavioral response | |
| • Published in the Egyptian Journal of Media Research – Cairo University. | |

COURSES

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- E-learning and Hybrid Education
 - Graphic Design
 - Microsoft Office 365: What it is and its potential in teaching
 - Research Electronic Correction
 - Electronic Control Works
 - Feasibility Study for Research Projects
 - Effective Presentation Skills
 - Time and Meeting Management
 - Academic Mentorship
 - Using Microsoft Applications in Delivering Lectures
 - Scientific Publishing Rules
 - Taking Exams Electronically
 - Statistical Analysis for Writing Reports
 - Credit Hour System
 - University Administration
 - Effective Marketing
 - Managing the Quality Team

TRAININGS AND INTERNSHIPS

- Advertising Management and Its Economics
- Applied Advertising
- Media Documentation
- Introduction to Radio Art
- Planning and Crisis Management
- Communication Skills
- Direct and Electronic Marketing
- Ad Design
- Public Relations and Crisis Management
- Media Translation
- Social Media Marketing

WORKSHOPS

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| Introduction to Artificial Intelligence and Natural Language Processing | 2024 |
| • Ocean University. | |
| The Role of Public Relations in Improving Customer Experience Through AI Tools | 2024 |
| • Ocean University. | |
| Social Media Marketing Strategies | 2024 |
| • Ocean University. | |
| The Skills of Public Speaking to the Media | 2024 |
| • Ocean University. | |

SKILLS

Technical Skills

- Digital Communication Tools: Social media marketing, campaign management, content creation.
- Crisis Management: Handling and mitigating crises in PR contexts.
- Media Planning & Analytics: Media planning, audience analysis, performance tracking.
- Social Media Marketing: Campaign management across platforms.
- Data Analysis: Excel, SPSS for campaign evaluation and reporting.
- AI Tools for PR: Using AI to improve PR strategies.
- Public Relations Software: Hootsuite, Sprout Social, BuzzSumo.
- Microsoft Office Suite: Word, PowerPoint, Excel for documentation and presentations.

Soft Skills

- Effective Communication: Strong verbal and written skills.
- Leadership & Teamwork: Leading teams and collaborating effectively.
- Problem Solving: Developing innovative solutions.
- Adaptability: Quickly adjusting to new trends and technologies.
- Time Management: Managing tasks and deadlines efficiently.
- Creative Thinking: Developing unique PR strategies.
- Cultural Awareness: Working with diverse teams.
- Attention to Detail: High accuracy in tasks.
- Client Relationship Management: Building strong client connections.

EXTRACURRICULAR ACTIVITIES

- Supervised multiple graduation projects for media students, including:
 - "Healthy Eating Campaign" – Promoted awareness of healthy lifestyles through media.
 - "Vitiligo Awareness Campaign" – Focused on raising social inclusion and understanding.
 - "Animal Welfare Campaign" – Highlighted the importance of animal rights and care.
 - "Her Charm Campaign" – Empowered women using innovative public relations strategies.
- Delivered training programs and workshops for professionals on:
 - Crisis Management, Protocol, and Etiquette – Enhancing organizational efficiency.
 - Media Planning and Social Media Marketing – Building strategic communication frameworks.

- Participated in the Arab Producers Festival for Creativity, overseeing control and monitoring activities for media productions.
- Collaborated with international institutions, including German universities, on research and interdisciplinary studies focused on digital communication strategies.
- Active member of the Quality and Accreditation Committee, contributing to academic program development and compliance with educational standards.

LANGUAGES

- **Arabic:** Native
- **English:** Intermediate (A1: A2)
- **French:** Basic