



Dr. mohammed Ahmed Gabr

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Date of birth : 23_th October,1981

Current Position

Faculty member - Doctor of Public Relations and Advertising, Department of Media, Helwan University until now

Experience: A former assistant professor in the field of Public Relations and Marketing Communication, College of Mass Communication, Muhammad Al Saud Islamic University, Kingdom of Saudi Arabia, from 2016/2018

And a professional trainer for human development, NLP and human resource development in many accredited institutes and academies since 2008

And a former director of crisis management for many prestigious companies

Academic degrees: Holds a doctorate degree in marketing communication and human development in 2013 from Helwan University with first class honors and a recommendation to print and exchange the message with international universities, and a master's degree in public relations and advertising in 2008 from Helwan University with an excellent grade, and a Bachelor of Public Relations and Advertising and the first Ali batch with a grade of very good from Helwan University 2002

Accredited training courses I taken

(TOT, effective training, ICDL, labor market skills, thinking skills, communication skills, effective teaching, effective presentation skills, credit hours, scientific research methods, examination systems and student evaluation, scientific publishing, conference organization, time management, scientific research ethics, Global publishing, academic advising, customer service, stock exchange, leadership skills, positive thinking, the seven habits, self-management, strategic planning, mental mapping planning, a specialized course in therapeutic nutrition, competitive research projects, quality standards in the teaching process, etiquette, aspects Finance and legal in university business)

Some of the courses I taught

(Human resource management, optimal utilization of human resources, human development, NLP, physiognomy and personality psychoanalysis, strategic planning, effective planning, reporting, management skills, risk and crisis management, preventive planning, negotiation skills, effective delegation, communication skills, Effective communication, conference management, effective organization, time management, the importance of time, customer relationship management, human relations management, marketing communication, Contemporary marketing, organizational communication, corporate communication, emergence of media, media documentation, introduction to public relations and advertising, press advertising, effective promotion, effective presentation, presentation skills, anger management, self-control, self-management, self-management, virtual marketing risks Deceptive Marketing, Meeting and Conference Management, Organizational Skills, Presentation Skills, Direct Marketing, Contemporary Marketing, Effective Leadership, The Art of Leadership, The Art of Persuasion ,Effective communication skills, website management, electronic management, applications on the use of public relations means, effective public relations, international relations, impression management, image management, reputation management, brand management, relationship marketing)

Books and writings

I have written many books, most notably (crisis management, communication skills, the emergence and development of media, media documentation, marketing communication).

Memberships

- A former founding member of the General Syndicate of Human Development Trainers
- A former founding member of the Egyptian Public Relations Association
- Member of the Egyptian Freedom Party and Secretary of Political Liaison in the party, Amanat Helwan - Al-Masara

personality traits

(Endurance, good anticipation, working under pressure, self-control, especially in times of crisis, speed of performance with strong focus, optimal use of available human resources, effective communication, crisis management, quick wit)