

## SAFA MOHAMED ABDEL-DAYEM



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### PROFESSIONAL PROFILE / AREAS OF EXPERTISE:

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#### ACADEMIC QUALIFICATIONS:

- 2012 – 2016  
PHD, Mass Communication  
Radio & Television department, Faculty of Mass Communication - Cairo University  
Subject: *“THE YOUTH USAGE OF TELEVISION AND NEW-MEDIA AND THE GRATIFICATIONS ACHIEVED”*  
Rank: Excellent Degrees with Honors  
Supervised by: Prof. Mona El Hadidi
  
- 2008 – 2011  
Masters, Mass Communication  
Radio & Television department, Faculty of Mass Communication - Cairo University  
Subject: *“TELEVISION ADVERTISING ETHICS & ITS RELATION WITH RAISING EGYPTIAN CHILD”*

Rank: Excellent Degrees

Supervised by: Prof. Mona El Hadidi

- 2002 - 2006

Bachelor Degree, Mass Communication

Radio & Television department, International Academy for Engineering & Media Science (IAEMS)

Rank: Excellent with First Class Honors

- 2002

High School Certificate, Port-Said Language School, Zamalek

Rank: 94%

**ACADEMIC EMPLOYMENT HISTORY (TEACHING):**

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- 2020 – Present Lecturer at AAST-Media –Smart Village
- 2016 – Present: Academic Doctor at Radio & Television Department, International Academy for Engineering & Media Science (IAEMS)
- 2011 – 2016: Teaching Assistant at Radio & Television Department, International Academy for Engineering & Media Science (IAEMS)
- 2011 – 2006: Instructor at Radio & Television Department, International Academy for Engineering & Media Science (IAEMS)

**SCHOLARSHIPS AND AWARDS:**

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- “Ideal Student” award – Academic year 2004-2005
- Excellent with first class honors on “Radio & Television” department – 2006
- Awards for cultural activities – Academic year 2003
- Certificate of appreciation from The United Nations, Human Rights Conference – 2004

- Presenting Award at The Leadership Development Institute, Helwan

#### **TRAININGS & EXTRA-CURRICULAR ACTIVITIES:**

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- Online Educator Training July 2021
- Webex Training March 2021
- Supervising graduation projects 2016-2021
- Trained at Al Hayat TV Network, 2008
- Presented multiple academic events & conferences
- Worked with the organizing committees of “Radio & Television Festival”
- Trained in Marketing Department at Media City, 2003
- Trained at “Middle East” radio station, 2004
- Participated in the organizing structure of academic conferences at IAEMS
- Trained at Information Institute
- Trained at Nile TV-Culture
- Participated in “Sousa Festival for Young Adults”, Tunis – 2006

#### **LANGUAGE & COMPUTER SKILLS:**

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- Fluent in English
- Arabic, Mother tongue
- Expert in E-mails communication & Microsoft Office multiple tasks along with presentation skills