



# ASMAA ELMOUSLY

ASSISTANT PROFESSOR OF OF DIGITAL MEDIA

## About Me

Assistant Professor with 10 years of experience successfully contributing to Digital Media curriculum development and delivery. Driven to contribute to program outcomes by facilitating engagement and supporting learning objectives. Enthusiastic professional with background in Journalism, Radio broadcasting, and News production fields.



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## Work Experience

### **Assistant Professor • Arab Academy For Science, Technology & Maritime Transport • January 2014 - Current.**

- Contributed to departmental goals by serving on various committees focused on curriculum. development, assessment strategies, and accreditation requirements.
- Created materials and exercises to illustrate application of course concepts
- Maintained an up-to-date knowledge of subject matter by attending conferences, workshops, and webinars relevant to the field of study.
- Enhanced student research skills by supervising independent studies projects both inside and outside the classroom setting.
- Performed research to serve as basis for academic writing for publication.
- Collaborated with colleagues on curriculum revision, evaluation of course syllabi and lesson plans for Digital Media, Writing for Digital Media and Digital Media Research curriculums.

### **Radio Host • Rehab Fm • August 2008 - January 2014**

- Engaged listeners through social media platforms to increase station visibility.
- Hosted music, news and entertainment segments for well-rounded radio shows.
- Interviewed local and international celebrities to raise brand profile and build listener engagement.
- Developed engaging content for listeners and guests, including competitions, interviews and phone-ins.

### **News Producer • Arab News Agency • August 2010 - August 2012**

- Coordinated work and supported anchors, videographers and engineering staff
- Coordinated live shots and interviews for enhanced storytelling elements within news segments.
- Researched pieces or assigned to various team and freelance journalists.
- Coordinated coverage for upcoming events.
- Reviewed and edited colleagues' scripts for improved flow and voice.

### **News Reporter | • Freelancer • March 2007 - June 2010**

- Identified and secured multiple information sources for each story to provide accurate, credible news coverage.
- Crafted well-written news stories based on facts and edited content when time and space required it.
- Conducted live and taped interviews to obtain information.
- Provided field reporting during major events to gather and share reactions from individuals directly impacted.

## Skills

- Academic advisement
- Research and Analysis
- Educational Leadership
- Course & Curriculum Design and Development
- Digital Marketing
- Decision Making and Problem Solving
- Creativity
- Critical Thinking
- Leadership

## Languages

- Arabic (Mother Tongue)
- English (Fluent)
- French (Basic)
- Spanish (Basic)

## Education

**PhD • 2021 • UNIVERSITAT AUTÒNOMA DE BARCELONA, Spain**  
Media, communication And Culture

**Masters • 2016 • Cairo University, Egypt**  
Communication studies

**Bachelor • 2009 • Cairo University, Egypt**  
Communication studies

## CERTIFICATES

- |  |                |
|--|----------------|
| • Problem Solving and Decision-Making        | January 2024   |
| • Entrepreneurship In Educational Institutes | September 2022 |
| • Communication Skills in Education          | March 2022     |
| • Course Design and Development              | March 2020     |
| • Writing Research Papers                    | August 2019    |
| • Research Ethics                            | February 2018  |

## Conferences

**MIL & Global Understanding: Peace for All - Cairo, Egypt | April 2024**

- Organized and coordinated Social media coverage for the Conference
- Presented a paper titled "Beyond Likes and Shares: An Experimental Approach on How Social Media Campaigns Can Cultivate Responsible Consumption Habits in Teens".

**Interdisciplinary Studies in the Digital Era: Innovation and Digitization in Language, Culture, and Communication - Alexandria, Egypt | December 2023**

- Presented a paper titled "A Damsel in Distress No More: Shifting the Narrative of Female Leading Characters in Video Games"

**Media Content in the Digital Age: Mechanisms and Challenges - Cairo, Egypt | May 2023**

- Presented a paper titled "Infotainment: Shifting News Presentation on Social Media Platforms"

**Culture and Communication: New Trends - Cairo, Egypt | April 2018**

- Organized and coordinated the conference, managing logistics and speaker arrangements.