

Curriculum Vitae

Name: Aya Sami Mohamed Shata

Date of Birth: 10/05/1988

Occupation: Assistant lecturer at English Division, department of PR and Advertising (IMC) at Faculty of Mass Communication, Cairo University.

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Education:

- Master of Public Policy with concentration in Media Policy, American University in Cairo, 2015. Master thesis on media advocacy. Completed a Semester Abroad at George Washington University in Washington DC, USA. Awarded a competitive Yousef Jameel GAPP Public Leadership Fellowship.
- Premaster at the department of Advertising & Public Relations at Faculty of Mass Communication, Cairo University from 2009 – 2010.
- BA in Mass Communication from the Faculty of Mass Communication (English Section), Cairo University. 3rd of my class on four years on the role with grade Excellent/A with honour, from 2005 – 2009.
- IGCSE (International General Certificate of Secondary Education) Graduate from Cambridge University from 2003 to 2005 with a score of 116%.
- Port Said Language School from 1993 to 2003, graduated first on my class.

Abilities and Skills:

- Languages: Arabic as native language; fluent in English (written and spoken) (IELTS 7.5) and moderate French
- Excellent Communication, Presentation & Social skills by acknowledgment of Everyone
- Leadership & coordination skills reflected in project and team management.
- Computer Skills: Excellent skills with MS Word, MS Excel, MS PowerPoint, MS Publisher and Adobe Photoshop as well as with the Internet & SPSS.
- Excellent research Skills, where I conducted more than one research as assignments within my study at faculty and My Graduation Project is a full research paper. I finished Statistical Package for Social Science (SPSS) workshop.
- Media Skills: Shooting, Editing and Directing skills using Final Cut Pro and Windows Movie Maker.
- Marketing Skills: I learned how to plan & implement strategies for a media campaign and how to market our product, services & even values. In addition, I studied all higher levels of business administration studies at IGCSE.

Research Experience:

- A scholarship to attend a training course titled “Social Science Research Methods for Guiding Policy and Evaluation” from the American university in Cairo at the social research centre from 1/05/2011 until 21/07/2011.
- I’m a project coordinator at “Egyptians’ exposure to Television Drama and Programs in Ramadan 2010” Research project since September 2010 till now.
- I’m one of the organizing committee for establishing “Egyptian International Association for Media Research” at Faculty of Mass Communication.
- My Graduation Project was an academic research paper titled “Gender Differences on Social Network Sites: Facebook as a Case Study”2009; I was a member in a team of 11
- I’m recently a research member at “Egyptian’s viewership & media habits for Nile TV satellite” research study which is still under preparations.

Conferences

- Organizing Committee Member, “Half a Century of Communication Research In Egypt and Internationally: Current and Future Trends”, 2011.Conference organized by Cairo University, Faculty of Mass Communication in collaboration with University of Westminster, Arab Media Centre & UNESCO Cairo
- One of the organizing committee and a representative of Cairo University in the conference “Euro-Meditarean Innovation market base” 2010.
- Guest Speaker, “Media and reformation: reality and challenges” conference, Faculty of Mass Communication, Cairo University, July 2009. Presented my graduation project research paper “Gender Differences on Social Network Sites”.
- One of the organizing committee for IAMCR (International Association for Media & Communication Research); one of the leading Media conferences in the world. I came to interact with a variety of people from different nationalities, July 2006.

Practical experience

- Strategic Management Evaluation of NCW, 10/2014
- Louisiana Senate Campaign, 9/2013 – 12/2013
- Public Diplomacy Strategy, 9/2013 – 12/2013
- Climate Change PSA, 4/2013 – 6/2013.
- “Revolution against Trash” Social Campaign, 2/2013.
- Senior public relations specialist, “Fresh PR”, 6/2012 - 9/2012.
- An internship at TBWA advertising agency from 9/2009 till 2/2010.
- An Invigilator at the British council from 04/2010 – 06/2010.
- Advertising specialist in E-marketing field, PPC (pay per click), at ASP internet professionals, to manage online advertising campaigns from 8/2009 till 9/2009.

- NSGB (National Societe Generale Bank) training from 6/2008 till 9/2008 in communication, marketing and customer service departments.
- Training at Nile TV on 2006; our leading Egyptian satellite channel, as a reward from the faculty for being one of the top 3 on my class.
- On 2007, training at El Ahram Weekly newspaper, one of the leading English newspaper in Egypt.

Skills

- Arabic (native language), English (Fluent) and French (Moderate).
- Proficient use and skills with MS Word, Excel, PowerPoint, Publisher and Movie Maker. In addition to Adobe Photoshop, Endnote, SPSS and Final Cut PRO as well as with the Internet.
- Research skills
- Communication, Presentation & Social skills
- Media skills: Shooting, Editing, script writing and Directing skills'.
- Planning and Organization Skills
- Marketing & Business skills
- Leadership skills