Curriculum Vitae

Elsir Ali Saad Mohamed

Associate Professor, College of Mass Communication
- Umm Al Quwain University, UAQ-UAE

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Professional Summary	An attentive, adaptive associate professor who is proficient at using empathy and other emotional intelligence skills to manage behavior in the classroom effectively. Take advantage of student feedback to create dynamic lesson plans that address students' strengths and weaknesses.

Bio-data		
	P & DOB	Sudan 15-05-1971
	Nationality	Sudanese
	Marital Status	Married and Father of two daughters.

EDUCATION		
	2011 Thesis:	PhD, Information Technology- Online Journalism, Sudan Academy of Science. E-journalism and the future of Newspaper.
	2007 Dissertation:	M.A. Journalism and Publication, Omdurman Islamic University. Function of Communication in Published of Insurance Conception
	1999	B.A. Journalism and Public Relations, Omdurman Islamic University.

ACADEMIC/ TEACHING EXPERIENCE	April 2012	Jun 2016	Assistant Professor, University of Garden City- Sudan.
	Jul 2014	Jul 2015	Visiting Assistant Professor, Sudan University of Science and Technology- Sudan.
	Sept 2016	April 2020	Assistant Professor, Emirates Canadian University College-UAE.
	Sept 2018	Jan 2019	Visiting Assistant Professor, Gulf University, Bahrain.
	April 2020	Now	Associate Professor, Umm Al Quwain University, UAE.

SKILLS

Effective Classroom Management	Technological Savvy
Design Skills	Time Management

Verbal and Written Communication

COURSES TAUGHT

- Press and Web Design (12 Semesters).
- Graphic Design Skills for Advertising (2 Semesters).
- Press Editing (8 Semesters).
- T.V Press (2 Semesters).
- Presentation Skills (4 Semesters).
- Infographics (8 Semesters)
- Online Advertising (6 Semesters).
- Graphic Design (10 Semesters)
- Multimedia (8 Semesters).
- PR in Internet (4 Semesters).
- Media Production for PR (One Semester).

- Introduction to Social Media (6 Semesters).
- Advanced Journalism (4 Semesters).

HIGHLIGHT of PROFESSIONAL EXPERIENCE			
Jan 1992	Jun 2001	Officer, Elnielen Bank, Sudan.	
Aug 2001	Feb 2003	Founder and CEO, Quickstep Media Services.	
Feb 2003	Jun 2007	HOD, Marketing and PR, Albaraka Insurance CO.	
Jul 2007	Sept 2016	Deputy Head, Media and PR, National Information Center	

PROFESSIONAL AFFILIATIONS

- Member, Association of Social Media Professionals
- Member, Sudanese Journalists Union.
- Member, Sudanese Public Relations Union.
- Founder, Sudanese Association for Communication
- Sciences and Media.
- Associate Member, Arab Researcher ID (ARID).
- Member, International Association of Engineers (IAENG)

INTERESTS AREA

Artificial Intelligence

Crisis Management

Social Media

PUBLICATIONS

1. Saad, E.A. The Role of Media in Preaching the E-Government Projects in Sudan, American International Journal of Humanities and Social Science, 2015 Vol. 1 No. 1, Ppt.51-55

2. Saad, E.A. Employment of Social Media in Response to the Terrorist Phenomena Descriptive Analytical Study on Facebook - Twitter – Youtube, International Journal of Latest Research in Science and Technology, ISSN (Online):2278-5299, 2016, Volume 5, Issue 4, Ppt 23-28

3. Saad, E.A. The Use of Smartphone Applications with Press Coverage during Crisis: A Descriptive Study on a Sample of Sudanese Journalists in the Period from February to June 2016, Studies in Media and Communication ISSN 2325-8071 (Print) ISSN 2325-808X (Online), Vol. 5, No. 1, June 2017, pp 23-30

4. الخطاب الدعوي في القنوات التلفزيونية دراسة تقويمية لعينة من البرامج الدعوية مجلة دراسات العالم المعاصر مارس 2017 العدد 12 صفحات 131 - 14

5. العوامل المؤثرة في تحقيق فاعلية التصميم الجرافيكي للاعلان، دراسة تحليلية لتصميم الاعلان في الملصقات الورقية)البوستر نموذجا(، مجلة العلوم الانسانية /عمادة البحث العلمي ، جامعة السودان للعلوم والتكنولوجيا ورقة مشتركة مقبولة للنشر

6. توظيف الوسائط المتعددة في تطوير الانتاج التلفزيوني – مجلة العلوم الانسانية – جامعة السودان للعلوم والتكنولوجيا ديسمبر 2018 مجلد 9 العدد 4 صفحات11 - 87

7. استخدام العناصر البصرية في برامج القرآن الكريم بالفضائيات السودانية – مجلة دراسات اعلامية، جامعة افريقيا العالمية يناير 2019 1 (4), 1-20

8. .استراتيجيات تخطيط وادارة الحملات التسويقية في شبكات التواصل الاجتماعي – مجلة دراسات اجتماعية، مركز البحث في العلوم الاسلامية والحضارة بالاغواط، الجزائر العدد 3 ابريل 2018 صفحات 5 - 37

9. استخدام تطبيقات الوسائط المتعددة في الاعلام بالمؤسسات الخدمية، مجلة العلوم الانسانية جامعة السودان للعلوم والتكنولوجيا المجلد 19 العدد 3 سبتمبر 2018 صفحات 184 - 19

10. فاعلية وسائل التواصل الاجتماعي في التغطية الاخبارية اثناء الازمات- مجلة حوافز للدراسات الانسانية والاسلامية – الجزائر يونيو 2019 العدد 3 صفحات 304 - 325

| **CONFERENCE & PRESENTATION** | 1. Saad, E.A. Rumor spread in a social network, International Conference on Information and Rumor - King Khalid University, Abha / Saudi Arabia. (2014)

2. Saad, E.A. Youth creations in the new media, the XVI MAKKAH conference, "MUSLIM YOUTH AND THE NEW MEDIA", Muslim world league. KSA. (2015)

3. Saad, E.A. Employing social networks in the fight against terrorism, International Conference in Regulations Uses of Social Networks in Islam- Islamic University Madinah El Monawara-KSA. (2016)

4. Saad, E.A. Smartphone applications and their impact on media content production, The first conference (creativity and innovation), Emirates Canadian University UAE (2018)

5. Saad, E.A. Teaching Media Curriculum between Local Reality and Global Technical Development, Academic Education Evaluation Conference for |

Communication and Information, Council of Ministers Sudan (2018)

6. Saad, E.A. Social media is a source of news during crises "Twitter" as an example - the third international conference for media and crises / King Khalid University - Saudi Arabia(2019)

7. Saad, E.A. Media challenges in the era of artificial intelligence, Seminar in Umm Al Quwain University Feb.(2020).

University Services		1. Member, Graduation Projects Committee – Emirates Canadian University
		2. Member, Scientific Research Committee- Sudan University of Science and Technology
		3. Member, College Board, Sudan University of Science and Technology
		4. Member, Curriculum Development Committee- Emirates Canadian University.
		5. Member, Committee for Research and Academic Studies - Emirates Canadian University.
		6. Member, Academic Evaluation and Development Committee- Emirates Canadian University

Supervising Masters Students	**Sudan University of Science and Technology**	1. The impact of factors of television programs on youth
		2. Multimedia and its efficiency in developing service institutions
		3. Applying Multimedia in developing government performance

	4. Multimedia application in the development of television production
	5. The effectiveness of graphic design in advertising design
	6. The effectiveness of public relations in maintaining coherence of ethnic diversity
University of Gezira, Sudan.	1. The use of communication and information technologies in developing corporate communication
	2. The role of scientific media in building a knowledge society
	3. The effectiveness of the image in promoting the discourse advocacy

COMMUNITY ENGAGEMENT	1. Member and Reviewer, UAE Hackathon 2019
	2. Training new students to use the Internet for scientific research UAQU 2019
	3. Media Supervisor, UAQ Hackathon 2020
	4. Training for faculty members on remote exams UAQU 2020
	5. Supervising the production of a video for the Umm Al Quwain Women's Association