

DOAA RADY, Ph.D.

Lecturer / Researcher / Consultant / E-Learning Designer

EDUCATION, MEDIA, ICT, JOURNALISM

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SUMMARY:

Motivated and talented “Lecturer”, “Researcher” and “Consultant” with 12+ years experience as “Academic Lecturer”, “Researcher” and “Consultant” with proven records of Research success and Media publishing. Dr. DOAA experiences expand to the fields of: Education, Media, Technology & ICT, Digital Transformation and Journalism.

Qualification/Degree:

Academic Degree	Specialization	University	Country	Date	Grade	Honors
▪ Ph.D.	Journalism and communication	Cairo Univ. (Faculty of Mass Communication)	Egypt	2019		First Honors
▪ Master of Arts	Journalism and communication	American University in Cairo (GAPP school)	Egypt	2014	Excellent	High H.
▪ Diploma	Educational Media	Ain Shams Univ. (Faculty of Education)	Egypt	2008	V. Good	Ranked First with Honors
▪ Bachelor	Educational Media	Cairo University (Faculty of Education)	Egypt	2006	Excellent	Ranked First with Honors

HIGHLIGHTS:

- Lecturer (Ph.D.) with 12 years experience
- Education “Consultant” & “Advisor”
- Researches in AI “Artificial Intelligence”
- Researches in “Digital Transformations”
- Researches in “E-Learning”
- Researches in “Social Media”
- Researches in “Social Psychology”
- Curriculums Development
- Resourceful Academic Advisor
- Researcher
- Engaging “Public Speaker”
- Researches in “Using Technology in Education”
- Researches in “ICT & Skills Development”
- Build, Lead and Supervise successful Teams
- Developed “Digital Contents” & “Solutions”
- Conduct Training, Presentations and Workshops
- Plan, Design and Execute Courses and Exams
- Articles and Essay Writer (Journalist)


CAREER EXPERIENCES:

- 12+ yeas experience in Teaching and developing skills for graduate and graduate courses.
- Participate in the preparation and implementation of department academic plans.
- Assessment and quality assurance of academic programs within the department.
- Accomplish college/university’s objectives, instruction, progress, and examination.
- Develop and sustain structures for management, consultation, and decision-making.
- Develop course design and identify needs consistently for revision of curriculum.
- Monitor activities for the enhancement of student, and Advise/mentor students.
- Supervise academic advising of students in department programs.
- Worked as “Consultant” and “Project Manager” for Educational “Digital Contents”
- Attended Conferences and Global & Regional Events at USA and Middle East.
- Experience in Cross-Functional Collaboration and Multi-national environment.
- Developed Researches for “Digital Media”, “Education”, “Social” and “Technology”



- Lead Projects and provide “Consultancy” and achieved organization objectives and KPIs.
- Experience in “Teaching”, “Training” and “Presentations” using Bi-Lingual (English and Arabic).

JOB EXPERIENCES:

Job Title:	Lecturer – Assistant Lecturer - Demonstrator	 Cairo University
Organization:	Educational media Department, Cairo University.	
Country:	Egypt	
Subject Domains:	Teaching, Research, Quality Assurance, Assessment	
Duration:	12+ years From: Feb. 2007 – To: Present	

TEACHING EXPERIENCE

- **Teach the following Courses with a focus on the practical part:**

* Journalism writing,	*Computer applications in media,	*Educational and Cultural programs,	*Online Journalism,
*Media Research methods,	* Specialized Research writing,	*Media issues in English,	*Media translation,
*Journalism designing,	*Journalism Graduation project,	* Scholastic Journalism	*Field training at schools.

- Design Course material to match syllabus content outline and learning objectives.
- Using MS PowerPoint slides and Data show to activate both visual and auditory memories.
- Following up with students’ progress through discussions and quizzes.
- Design courses exams: practical based on theoretical.
- Examinations Corrections and grades (quizzes, mid-year exams, ..etc.)
- Write the final evaluation report about all students for each course.
- Supervise and execute the plan of field training at schools every year.
- Supervise journalism graduation project to produce magazines.
- Examine and evaluate students according to courses’ rubrics.
- Manage meetings’ and classes’ time effectively.
- Present courses’ materials through using new technological devices.
- Lead students’ groups in order to develop creative works and projects.
- Resolve problems and apply work ethics.
- Supervise field training at governmental and private schools, Children's Cancer Hospital 57357 & National Cancer Institute.
- Supervise journalism graduation projects.
- Participate in the editorial board of the Faculty of specific education magazine “Fonoun” for many years.

EXAMINATION PROCESSES

- Member in the Control Room of 4th year undergraduates (Academic years: 2017/2018, 2018/2019 To present)
- Exam invigilator (Academic years: 2007/2008, 2008/2009, 2009/2010, 2014/2015, 2015/2016, 2016/2017)

UNIVERSITY ACTIVITIES

- Proposing Thesis and dissertation topics registration for the graduate students in the new graduate program of the Educational media department.
- Participating & proposing modifications for the undergraduate academic statute development.
- Attending and sharing thoughts in the department meetings for improving educational processes.
- Attending faculty conferences, seminars, plays, exhibitions and other activities.
- Supervise our faculty team in the Wall Magazines Universities Competition.
- Supervise our faculty team in the Wall Magazines Cairo University Competition.

THESES QUESTIONNAIRE JUDEGEMENT

- ElSayed, Mai Mohamed. *The relation between media knowledge among adolescents and Rational use of social media.* **MA Thesis.** Egypt: Journalism department, Faculty of Mass Communication, Cairo University.
- Mohamed, Basma Mahmoud. *Scholastic journalism curriculum assessment in elementary education schools in Egypt from educational media specialist viewpoint.* **MA Thesis.** Egypt: Curriculum and teaching methods department, Faculty of Specific Education, Cairo University, 2016.

ACADEMIC QUALITY ASSURANCE

Member in Quality Assurance Unit, The Standard of Teaching, Learning and Financial Facilities.

(5+ Academic years: 2014/2015, 2015/2016, 2016/2017, 2017/2018, 2018/2019 To present)

- Follow up with the needed documents and reports of standard of teaching, learning and financial facilities, Quality Assurance Unit.

- Conduct Surveys needed for standard of teaching, learning and financial facilities, Quality Assurance Unit.
- Analyze surveys data and its statistical results through professional reports needed for standard of teaching, learning and financial facilities, Quality Assurance Unit.
- Conduct qualitative and quantitative researches with its final results reports and the interpretation of the statistical results.
- Able to work as part of a team and communicate effectively.
- Manage multiple priorities and implement changes according to plans.
- Administer logistics of Educational Media department as one player in a team of four people to develop Courses files of the whole department for fitting the quality assurance standards according to NAQAA.

Academic Skills:

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|----------------------------|--------------------------------------|---------------------------------|
| ▪ Teaching | ▪ Effective Communications | ▪ Curriculum Development |
| ▪ Record Keeping | ▪ Supervise, Guide & Advise Students | ▪ Course & Exam Management |
| ▪ Course Design & Planning | ▪ Class & Course Management | ▪ Using Visual Tools |
| ▪ Commitment | ▪ Enhance Students' Learning | ▪ Teamwork & Collaboration |
| ▪ Develop Students' Skills | ▪ Measure Performance | ▪ Writing Reports |
| ▪ Coordinate work | ▪ Project Coordination | ▪ Quality Assurance |
| ▪ Research & Development | ▪ Using E-mails, Internet and ICT | ▪ Document Management |
| ▪ Continuous Development | ▪ Understanding & Using Technology | ▪ Comply to Rules & Regulations |
| ▪ Quantitative Research | ▪ Qualitative Research | ▪ Data Analysis |

Technology Skills:

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|---------------------------|---------------------------------|--------------------------|
| ▪ E-mail | ▪ Microsoft Office Software | ▪ Online-Exams |
| ▪ Internet & Social Media | ▪ E-Learning Systems | ▪ Internet Portals |
| ▪ Report Writing Software | ▪ Project Management Software | ▪ Multi-Media tools |
| ▪ Research Tools | ▪ Document Management Tools | ▪ Digital Contents tools |
| ▪ Smart Devices | ▪ Mobile Applications | ▪ ICT & Media |
| ▪ SPSS Software | ▪ Articulate Storyline software | ▪ Print media design |

Soft Skills:

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|-------------------|-----------------|---------------------|
| ▪ Self-Motivated | ▪ Collaboration | ▪ Analytical Skills |
| ▪ Result-Oriented | ▪ Organization | ▪ Multi-tasking |
| ▪ Coaching | ▪ Flexibility | ▪ Problem Solving |
| ▪ Creativity | ▪ Adaptability | ▪ Innovation |

ACCOMPLISHMENTS:

AWARDS & CERTIFICATES

- **Appreciation Certificate. Quality Assurance Unit, Cairo University. 2015**
- **Outstanding Graduate Academic Achievement certificate. American University in Cairo, Egypt. 2014**
- **Outstanding Graduate Academic High Honors Medal. American University in Cairo, Egypt. 2014**
- **Ford Foundation Fellowship. Amideast, Cairo, Egypt. 2010- 2014**
- **Appreciation Certificate. Students' activities Supervision "Universities' Youth Week" Competition, Egypt. 2007**
- **Outstanding Undergraduate Academic Achievement certificate "Ranked First". Cairo University, Egypt. 2006**

PUBLICATIONS:

Authored numerous articles published in prestigious Journals, Universities and Organizations including the subjects of:

- **Designing a scale of Digital media literacy skills among preparatory school students.** The scientific Journal of media researches, Faculty of Mass Communication, Cairo University, Egypt. 2019.

- **The effect of designing multimedia materials on improving media literacy skills among children in dealing with digital media (semi experimental study with preparatory school students).** The scientific Journal of media researches, Faculty of Mass Communication, Cairo University, Egypt. 2019.
- **A Model for Examining the Relation of News Media Literacy Skills, News Processing and Political Knowledge Levels.** The Arabic Journal for media and communication studies, Ahran Canadian University, Vol 8, Jan-March 2015.

CONFERENCES:

SPEAKER & PARTICIPANT in INTERNATIONAL & NATIONAL conferences, at U.S.A & EGYPT:

- Alexandria media forum “Media Literacy & sustainable development”, **American University in Egypt (AUC).** PARTICIPANT. 18-20 April 2019
- NAMLE 2017 conference: “Engaging Citizens, Building Community”. SPEAKER. **Roosevelt University**, Chicago, Illinois, **U.S.A.** 26 : 28 June 2017 LINK: <https://namleconference.net/2017-2/speakers/>
- Media Literacy facing invasion of minds in the digital age. SPEAKER. **Ahran Canadian University & UNESCO**, Egypt. 22 :24 April 2015


MEMBERSHIP:

NAMLE “National Association of Media Literacy Education”, U.S.A.

My NAMLE Profile Page: <https://namle.net/2019/07/03/july-2019-m-passioned-member-doa-rady/>

Key Projects:

Key Projects which I have successfully contributed as “Consultant” and “E-Learning designer” during my Career are as follows:

Project Name	Project Scope
MEDIA & ICT SKILLS E-LEARNING SOFTWARE	E-Learning Designer (2015-2019) <ul style="list-style-type: none"> ▪ Digital Media literacy E-Learning training course ▪ Content & Methodology design ▪ For Preparatory school students ▪ MEDIA & ICT SKILLS in four topics (Online News, Social Media, Online Video Games). ▪ Multimedia Interactive Software “Media Junior” . ▪ Digital Media Literacy Empowerment.
DIGITAL LITERACY PROGRAM 	Consultant of Digital Media Literacy (2018) <ul style="list-style-type: none"> ▪ Content & Methodology design ▪ Training 35,000 young Egyptians between age 13 to 24 years. ▪ Determining the project scope, Objectives & Program Components ▪ Curriculum design & Modules Content Outline ▪ Proposing Conceptual Framework ▪ 2 years program funded by UNICEF & proposed by YAT Learning Sol., Egy.

Training & Certifications:

- **American University in Cairo, Egypt.**
 - Artificial Intelligence and Algorithms Workshop. Alexandria Forum & Kamal Adham Center. 2019
 - Information verification “InVid” tool for Fake videos and images. Alexandria Media Forum & Kamal Adham Center. 2019
 - Arabic Language & writing to digital Media Workshop. Alexandria Forum & Kamal Adham Center. 2019
 - Media Literacy Education in Egypt Seminar. Alexandria Forum & Kamal Adham Center. 2019
 - “Education Policies”, The Public Policy HUB, School of Global Affairs and Public Policy. Nov. 2017
- **NAMLE “National Association of Media Literacy Education”, U.S.A.**
 - **Artificial Intelligence Pre- Conference workshop.** June 2017
Title “THINK & DO: MEDIA LITERACY IN THE AGE OF ALGORITHMS, BIG DATA & AI”
- **Faculty and Leadership Development Center, Cairo University, Egypt**
 - Strategic Planning. Sept. 2018

- Legal & Financial aspects in University environment. July 2018
- Competing for research funding. Dec. 2017
- Arabic and English academic research editing. March 2017
- International Publication: Understanding the publishing process in international journals. Nov. 2016
- Creative thinking workshop. Dec. 2015
- Meetings and time management. June 2014
- Exams and students' evaluation. August 2012
- Conference organization. May 2010
- Quality standards in Teaching process. Oct. 2009
- Using Technology in Teaching. Jan. 2009
- Effective Presentation. August 2008
- **E-Learning Center & Quality Assurance Center, Cairo University, Egypt**
 - Seminar of Academic Advising according to Educational institutions accreditation. Nov. 2015
 - Graduate Studies and Scientific Research Seminar. Dec. 2015
 - Preparation of didactic material for online courses seminar. Nov. 2015
- **Amideast and BLI consulting and training, Cairo, Egypt**
 - Research Methodology. April 2011
 - Leadership Skills. April- 6 May 2011
- **BUSINESS SKILLS TRAINING**
 - Entrepreneurship and innovation. American University in Cairo, Egypt. Spring 2012
 - Project Management. Human Development Division, "Zedny Group", Egypt. July 2010
 - "The Company". Faculty of Engineering, Cairo University and Injaz NGO, Egypt. Feb- June 2010
- **LANGUAGES:** Multi-Linguist
 - Arabic: Native English: Excellent French: Fair