

## Contact

United Arab Emirates  
mutasim232@yahoo.com

[www.linkedin.com/in/mutasim-bakheet-76597737](http://www.linkedin.com/in/mutasim-bakheet-76597737) (LinkedIn)

## Top Skills

Press Relations  
Magazine Articles  
Media Production

## Publications

Integraty of communication tools and its impact on the message of the Prophet's Mosque

Cultural communication and its role in promoting international relations, an analytical study of a sample of Sudanese immigrants

The use of Public relations for social media and its role in enhancing government communication

The applied aspect of teaching public relations curricula, an applied study on a sample of Arab universities

Impediments of interactive communication during distance learning

# Mutasim Bakheet

Journalist ,University Professor, Expert in Institutional Communication & PR.Consultant  
Umm al-Quwain, United Arab Emirates

## Summary

Experienced Assistant Professor , Public Relations and communication expert with a demonstrated history of working in the higher education industry. Skilled in Microsoft Excel, Microsoft Word, Strategic Planning, Editing, and Public Speaking. Strong education professional with a Doctorate of Philosophy (Ph.D.) focused in Public Relations, Advertising.

## Experience

### Sanad Institute

Marketing And Public Relations Consultant  
September 2022 - Present (1 year 4 months)  
Umm al-Qaiwain, United Arab Emirates

Teaching PR.integrated Marketing Communications, Mass Communication courses,arrange students practical training and academic supervisor .

2.PR.Marketing Consultant:

Public relations compaigns supervisor.

Website editor .

Content manager.

### University of Science and Technology of Fujairah <sup>TM</sup>

Adjunct Assistant Professor  
September 2021 - September 2022 (1 year 1 month)  
United Arab Emirates

1.Teaching PR.integrated Marketing Communications, Mass Communication courses,arrange students practical training and academic supervisor .

2.PR.Marketing Consultant:

Public relations compaigns supervisor.

Website editor.

### Umm Al Quwain University

Assistant Professor& PR.Marketing Consultant

July 2017 - September 2021 (4 years 3 months)

Umm al-Quwain, United Arab Emirates

1. Assistant Professor & Academic Advisor:

Teaching PR. integrated Marketing Communications, Mass Communication courses, arrange students practical training and academic supervisor .

2. PR. Marketing Consultant:

Public relations campaigns supervisor.

Website editor .

Content manager.

University Of Modern Sciences

Assistant Professor

September 2016 - June 2017 (10 months)

Teaching relevant courses, arrange students practical training and academic supervisor .

University of Jazeera

Assistant Professor

October 2015 - September 2016 (1 year)

Dubai

Teaching relevant courses, arrange students practical training and academic supervisor .

Alasmarya University

Assistant Professor

September 2013 - September 2015 (2 years 1 month)

Libya -Ziletin

Teaching relevant courses, arrange students practical training and academic supervisor .

University Of Garden City

Assistant Professor

September 2010 - September 2013 (3 years 1 month)

Sudan-Khartoum

Teaching relevant courses, arrange students practical training and academic supervisor .

National Ribat University

Assistant Professor

November 2010 - November 2012 (2 years 1 month)

Sudan

Teaching relevant courses, arrange students practical training and academic supervisor .

### Sahiroon Media Corporation

Journalist & PR. Manager

May 2000 - June 2012 (12 years 2 months)

Khartoum, Sudan

#### 1. Police Magazine:

Editing news and reports regarding Ministry Of Interior , Police Administrations.

Coverage of different activities of Police, and focus the achievements .

Re-editing the articles which the magazine includes.

#### 2. Sahiroon Radio Station:

Programming Planner.

Media Production manager.

Media Relations manager.

#### 3. Sahiroon Training Centre:

Professional Trainer .(Journalists& PR. officers

#### 4. Press Conferences Coordinator

### National Rebat University

Lecturer

August 2002 - November 2010 (8 years 4 months)

Sudan

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## Education

### Omdurman Islamic University\_ Sudan

Doctor of Philosophy (Ph.D.), Public Relations, Advertising, and Applied Communication · (2005 - 2010)

### Omdurman Islamic University\_ Sudan

Master's Degree, Public Relations, Advertising, and Applied Communication · (1999 - 2001)

### Omdurman Islamic University\_ Sudan

Bachelor of Arts (B.A.), Communication and Media Studies · (1992 - 1996)