Dr. Elsir Ali Saad Mohamed

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Summary

Internationally experienced academic and researcher in Digital Media with over 40 years of expertise in teaching, research, and professional engagement. Specialized in creative industries, digital design, and multimedia production with a proven track record of curriculum development, interdisciplinary research leadership, and successful industry collaborations. Passionate about driving innovative solutions through academic mentorship and collaboration with industry partners.

Qualifications

- **Ph.D. in Information Technology** – Sudan Academy of Science, Sudan (2008–2011)
- **Master of Arts in Journalism and Publication** – Omdurman Islamic University, Sudan (2005–2007)
- **Bachelor of Arts in Journalism and Public Relations** – Omdurman Islamic University, Sudan (1995–1999)

Key Skills

- **Creative Industries Expertise**: Digital storytelling, multimedia production, digital arts.
- **Curriculum Development**: Designed and delivered courses in digital media, multimedia, and media business.
- **Research Leadership**: Led interdisciplinary research projects, secured external funding, and published extensively.
- **Industry Collaboration**: Developed industry partnerships and collaborative projects.
- **Mentorship & Supervision**: Mentored students and junior faculty in research and professional development.
- **Innovation in Teaching**: Integrated digital learning tools and contemporary pedagogical strategies.

Professional Experience

Associate Professor
Umm Al Quwain University, UAE
Sep 2016 – Present

- Head of Quality Assurance Unit, overseeing institutional standards and accreditation, successfully leading local and international accreditation preparations.
- Taught courses in Digital Media Production, Social Media, and Creative Technologies.
- Developed course materials emphasizing emerging media trends and industry relevance.
- Mentored students in media production and supervised numerous student research projects.
- Head of Media Center for 4 years, overseeing content management, photojournalism, graphic design, and 3D design.

Visiting Assistant Professor
College of Media and Mass Communication, Gulf University, Bahrain
Aug 2018 – Jan 2019

- Delivered lectures and developed course content aligned with modern media standards.
- Enhanced student learning outcomes through innovative teaching methodologies.

Assistant Professor
College of Communication Science, University of Garden City, Sudan
2012 – 2016

- Delivered courses on media theory, communication strategies, and digital media.
- Supervised undergraduate research projects and contributed to curriculum enhancement.

Senior Officer
National Information Center, Ministry of Information and Telecommunication,

Sudan
Jul 2007 – Sep 2016

- Led national information and communication projects, ensuring secure data management.
- Coordinated digital transformation strategies across government sectors.

Head of Department – Marketing, Media & PR
Al Baraka Insurance Co., Sudan Limited
Feb 2003 – Jun 2007

- Directed PR campaigns, media relations, and strategic marketing initiatives, increasing brand visibility and customer retention.

Officer, Researcher and Deputy Head – Media & PR
Elnielin Bank
Jan 1992 – Jun 2001

Worked across various bank departments:

- Current accounts and general accounts
- Human resources
- Planning and research, contributing to feasibility studies and branch evaluations
- Media department, managing media campaigns and public relations strategies for positive public representation

Research and Publications

- Authored four academic books, including one on Digital Journalism and AI Institutional Transformation.
- Published numerous peer-reviewed articles on digital media's impact on social issues and emerging digital arts methodologies.
- Contributed chapters in publications on digital inclusion and creative industries.

Professional Memberships & Certifications

- Member of the Southeast Asian Media Studies Association.
- Active Member, International Association of Engineers.
- Adobe Creative Educator Level 1 Certified.

Languages

- Arabic (Native)
- English (Moderate)

Key Achievements

- Secured multiple external research grants for interdisciplinary digital media projects.
- Successfully supervised over 50 postgraduate theses related to digital media and communication.
- Spearheaded the development of new digital storytelling and multimedia courses adopted across multiple institutions.

Additional Information

- **Hobbies:** Blogging, public speaking, photography, visual storytelling.
- **Technical Skills:** Microsoft Office Suite, Adobe Creative Suite, Web Design Tools, Multimedia Editing Software.

References: Available upon request.