

# Taher Mohamed Mohamed ameen

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## Objective

A highly accomplished professional in the field of Media and Communication Studies, as well as Public Relations, Marketing, and Digital Journalism. I hold a Doctorate degree with First Class Honors in this field and serve as the Coordinator of the Public Relations and Digital Media Division at the Forum for Authenticity and Innovation in Arab Media Research. My academic expertise lies in research, writing, and knowledge development in the areas of media, communication, and marketing. I have published books and research papers in these fields, reflecting my commitment to contributing to the advancement of the field and disseminating knowledge to others. Thanks to my extensive academic background, I possess the ability to explain complex concepts in a simple and understandable manner to students, thus contributing to enhancing their comprehension and motivating them to achieve academic success.

## Experience

- **Faculty member at the Higher Institute of Media in Minya.**
- **Lecturer at the Arab Academy for Science, Technology & Maritime Transport. (Social Network Analysis).**
- **Coordinator of the Public Relations and Digital Media Division at the Forum for Authenticity and Innovation in Arab Media Research.**
- **Academic work through social media and expert in Artificial Intelligence (AI) applications.**
- **Conducted in-depth research on social media and AI applications, contributing to the advancement of knowledge in these fields.**
- **Organized and presented workshops and training sessions on AI applications.**
- **Conducted a workshop titled "Applications of Artificial Intelligence in E-Learning and Networks" with a certificate from MidOcean University on December 19, 2023.**

## Practical Experience

### **Public Relations and Marketing Manager at Al-Malika Company | 2019 - 2024**

- Developed and implemented comprehensive public relations and marketing strategies to enhance brand image and reputation.
- Oversaw the creation and execution of marketing campaigns, resulting in significant increases in sales and market share.

- Built strong relationships with key stakeholders, including media outlets, industry influencers, and partners, to leverage strategic partnerships and promotional opportunities.
- Led a team of marketing professionals, providing guidance and direction to drive performance and achieve organizational goals.
- Implemented innovative digital marketing initiatives, including social media campaigns and influencer partnerships, to effectively engage with target audiences and boost brand awareness.
- Conducted market research and analysis to identify emerging trends and opportunities for product development and market expansion.
- Successfully managed crisis communication strategies to mitigate negative media exposure and safeguard the company's reputation.

### **Media Relations and Public Relations Manager at ElSayyad Calcium Carbonate Company | 2013 - 2019**

- Developed and implemented integrated media and public relations strategies to promote the company's products and services.
- Established and maintained relationships with media representatives and industry influencers to secure positive media coverage and endorsements.
- Coordinated press conferences, product launches, and other promotional events to generate interest and media coverage.
- Created compelling press releases, articles, and other communication materials to effectively communicate key messages and company initiatives.
- Managed social media accounts and online presence, including content creation, community engagement, and performance tracking.
- Monitored media coverage and conducted media analysis to evaluate the effectiveness of public relations campaigns and identify areas for improvement.
- Served as a company spokesperson, representing the organization in media interviews and public appearances.

### **Education**

- **Doctorate in Arts, Media, Minya University | 2024.**
  - Grade: First Class with Honors
- **Master of Arts, Media, Minya University | 2019**
  - Grade: Excellent
- **Preliminary master's degree, Arts, Faculty of Arts, Minya University**
  - Grade: Very Good
- **Bachelor of Arts, Media, Minya University | 2008**

- Grade: Good

### **Academic and Marketing Certificates**

- Certificate of Participation in a training course from the Smart Journalism Foundation for Research and Forecasting titled "Applications of Artificial Intelligence in Academic Research Management" | October 15, 2023.
- Certificate of Participation from the Modern International University and Paris Academy for International Business and Communications (YAMIC +) on "Mechanisms for Preparing a Research Plan and Using Artificial Intelligence in Scientific Research," held in Paris | December 9 to December 10, 2023.
- Member of the International Platform for Academic Studies (IFAD).
- Certified Export Specialist from the Foreign Trade Training Center (FTTC) in collaboration with the Japanese Government | 2023. (E-Marketing).
- **First Rank at Minya University in the Electronic Journalism Project | 2008.**

### **Training and Courses**

- Course on Student Assessment and Examination Systems.
- Course on Research Ethics, Research Methodologies, and International Publication Standards.
- International Computer Driving License (ICDL).
- Certified Digital Transformation from the Supreme Council of Universities in 2021.
- Research Course on Databases and Scientific References Management.
- Specialized Training Course on the Internet and its Uses.
- Workshop presented by the Central Digital Library under the supervision of the Supreme Council of Universities on Global Database Standards.
- EndNote Citation Reference Course.
- Research in Global Databases and References Management.
- Statistical Package for the Social Sciences (SPSS) Course, Statistical Analysis.
- Social Sciences Course from the Egyptian Ministry of Interior.
- Certificate of Participation in Modern Recruitment Strategies presented by the European Union and signed by Dr. Wushka Anastasova, Skills Development Expert.

### **Scientific Research and Books**

- Authored and published my own book "Sentiment Mining in the World of Big Data" by Al-Sahab Publishing and Distribution.
- Published research in 2024 on Big Data and Sentiment Analysis: The Power of Artificial Intelligence in Understanding Human Emotions and Enhancing Decision-

Making, a theoretical and conceptual study conducted at the University of Minnesota, US A.

- Published academic research in the Faculty of Arts Journal and the Faculty of Education Journal at Minya University.

### **Skills**

- Hardworking, Self-motivated
- Teamwork Skills
- Time Management
- Computer Skills
- Professional Marketing Skills
- Problem-Solving Skills
- Leadership Skills
- Organization and Prioritization
- Customer Service Skills
- Excel
- Project Management
- Communication Skills
- Working Under Pressure
- Management and Supervision Skills
- Word
- PowerPoint

### **Language**

- Arabic: Native Language
- English: Very good

**References available upon request**