



Basic Information :

Name : Eiman Abd El Maksoud Abd Allah Eissa
Title : Lecturers

I have a PhD. in Mass Communication, and my areas of expertise include public opinion, political communication, public relations and advertising. I have worked on helping universities to receive and maintain accreditation, with special focus on quality assurance. I have also organized and international media conference. My experience includes teaching at universities, managing teams, training, designing, consulting, organizing event, copy editing and researching. I published two books on public opinion and I have participated in a number of conferences and workshops in order to be updated with the current technology, issues, research and events in the fields of mass communication and research.

Education :

Certificate	Major	University	Year
PhD	Mass Comm, Advertising & Public Relations-Eng	CAiro University	2014
Masters	Mass Communication	AUC	2006
Bachelor	Broadcasting	AUC	2003

Teaching Experience :

Name Of Organization	Position	From Date	To Date
Bayan Modern School	Educational Consultant	01/02/2013	12/05/2014
Mass Comm Dept, Misr International University	part-time Lecturer	01/02/2013	12/05/2014
Extend Info International	Marketing Consultant	01/01/2011	01/01/2013
Mass Com Dept, Qatar Univ	Assessment & Learning Outcomes Coordinator	01/02/2009	01/07/2011
Mass Comm Dept, Qatar University	Lecturer	01/09/2008	01/07/2011

Research :

Media Convergence: Effects on the Egyptian Mobile Phone Users Survey for Users, Content Analysis on Al Waseet advertisements and in-depth interviews with customer care experts

The Internet & Political Public Opinion in Egypt: A Comparative Study between private and public university students

NA

Awards :

Award	Donor	Date
NA	NA	01/01/2014