


PERSONAL INFORMATION



Labiba Abdel Naby Ibrahim

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 labibaibrahim6@gmail.com

Date of birth 05/11/1981 | Nationality Egyptian

POSITION

Lecturer, Helwan University, Faculty of Arts, Mass Communication Department.

WORK EXPERIENCE

20/12/2011–Present

Lecturer

Helwan University, Faculty of Arts, Mass Communication department. Experience in teaching communication and Public Relations management, PR and strategic planning, PhD in Sport Sponsorship. Good common at English language

Teaching

- Public Relations Management
- Media Production for Public Relations
- Graduation Project supervisor academic year 2013-current.
- Communication Research, Advertising Campaigns.
- Social Marketing.
- Human Rights for the first grade students.

05/06/2007–19/12/2011

Assistant lecturer

Mass Communication dept, Faculty of Arts, Helwan University, Cairo (Egypt)

18/01/2004–04/06/2007

Demonstrator

Mass Communication Dept, Faculty of Arts, Helwan University, Cairo (Egypt)

05/02/2012–29/05/2012

Assistant Professor

Emirates College of technology, Abu Dahbi (United Arab Emirates)

27/07/2009–29/07/2009

supervisor of sponsorship comitte

The second Arabian conference for sports marketing, Cairo (Egypt)

04/03/2009–30/06/2009

Member of the higher committe

The first international conference on the quality and consumer protection: Federation of Egyptian industries, Cairo (Egypt)

Bring Coca Cola company : a global leader in the beverage industry to sponsor the conference .

EDUCATION AND TRAINING

- Degree of Doctor of philosophy' in Arts (PhD) in media studies, "**The Evaluation of the effectiveness of sports sponsorships in Egypt: An applied Study**," December 2011 with grade first honors degree. Faculty of Arts, Helwan University, Cairo, Egypt
- MA in Arts in media studies, 2007 "**The role of communication in forming the image of medicine profession for the Egyptian public**". Faculty of Arts, Helwan University, Cairo, Egypt
- **Bachelor of Arts** in Mass Communication in June 2003, grade Very Good with Honors, Faculty of Arts, Helwan University, Cairo, Egypt

Trainer

- Public Relations functions, march 2007 (managerial development center in Dokki, Egypt)
- Public Relations and customer communication ", presented for the Governmental public relations practitioners (Central Agency for Organization and Management) December 2007.
- The organization and management of media institutions "within the team Jeterak presented to the Office of Export Development Centre, Libya - April 2008.
- Art of dealing with the customers (Human Resources Development Centre, Dokki), presented for the Credit Bank Kuwait employee - October 2008.
- Evaluation of Public Relations programs," presented to the governmental Public Relations practitioners (Central Agency for Organization and Management) April 2009.
- Develop the skills of a Public Relations practitioners presented for the Khaleda Petroleum Company presented, (Totality) April 2009.
- Public Relations: Planning and management , presented to Euro Tech employee in the period from 15 to 18 November 2009.
- Development the skills of PR practitioners Presented to Totality (6 - 9 December 2009).
- Excellent skills in the media and methods of preparation media plans, research and information, presented to Euro Tech, 27 - 30 December 2009.
- Public Relations, presented to EL Dar El Arabia, April 2011.
- Public Relations skills presented to Totality, September 2013
- Public relations skills, presented to totality company ,November 2014.

10/04/2011–21/04/2011

Trainee

Communication For Development (C4D) Ahram Candian University, 6th of October (Egypt)

PERSONAL SKILLS

Mother tongue(s) Arabic

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	B2	B2	C2
Italian	A2	A2	A2	A2	A2

[Related document\(s\): IELTS Test.pdf](#)

[Related document\(s\): 3 level.PDF](#)

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
 Common European Framework of Reference for Languages

Communication skills Good communication skills with others, working a lecturer help me to use my body language for interacting with my students.
 Work under time pressure.
 Able to motivate others.

Organisational / managerial skills -Leadership (responsible for a team of 2 people) in the period from 10 January 2014 to June 2014 to document all crises that happened between the political regime of The Muslim Brotherhood and the Egyptian Judges.
 -Good organizational skills gained as responsible for communicating with sponsors of the conferences.
 - Good leader skills gained as supervisor of graduation projects, mass communication department, Faculty of Arts, Helwan University, Cairo, Egypt.

Job-related skills ICDL (June :2011)

ADDITIONAL INFORMATION

Publications

1-An Evaluation of the effectiveness of sports sponsorship among football fans in Egypt. Paper presented at the 11th annual international conference on communication and mass media 13-16 May 2013, Athens, Greece.
 Published in: Athens Journal of Sports, Vol (1): 2, June 2014
 Published also in: Global media researchers from East to West, Athens Institute for education and research (ATINER, 2014) pp 141:145

2-Crisis communication management in the Egyptian judges club: A case study of dismissal attorney general, Egyptian Journal of Mass Communication Research, Faculty of Mass Communication, Cairo University, Vol (49), October-December 2014, pp 583-617.

3-The role of new media in form the youth attitudes towards the sport violence in Egypt, the 5th international conference: Sports vs.Crime under the theme sport without deviation. Dubai 26-28 January 2015 ,Dubai Police, pp 103-154

4-Evaluation of communication role in the consumer protection organizations in form awareness from deceptive advertising: A comparison study. The Scientific Journal Of Public Relations and Advertising Research , Faculty Of Mass Communication, Cairo University, Vol(3),July-September 2015

Books and Encyclopedias

1- Sport Sponsorship: Theoretical and applied study, (2012), Egypt: Dar Elnahda ELArabia.
 2-Mass Communication and Image: The medicine profession (Model)(2013): A chapter published in: Radwan Ahmed, Public Relations: case studies and specialized subjects, Egypt, Dar El Alam El Araby
 3- Encyclopedia of the judges struggle during the rule of the Muslim Brotherhood, The Egyptian Judges Club.(2015) Cairo, Egypt, one of the editors ,supervise media team to document all crises that happened during the period from 30/6/2012 to 30/6/2013 between former president Mohamed Morsi and the judges.
 4-Human Rights, Cairo, Egypt(2014),A Curriculum taught in the first grade university ,Faculty of Arts, Helwan University

References Prof Dr, Seham Nassar
 former HoD of MassCommunication department
 Faculty of Arts,Helwan University

Now:Dean of Faculty of Mass Communication Technology
Sinai University,Egypt.
Email: sehamnassar@hotmail.com
Cell: +2010151151

ANNEXES

- 3 level.PDF
- IELTS Test.pdf

3 level.PDF 

ATTESTATO

Si attesta che **LABIBA ABDEL NABY IBRAHIM**

ha frequentato il CORSO DI LINGUA ITALIANA DI 50 ORE

dal 12/01/2014 al 09/03/2014

e ha superato la prova di esame conclusiva

del TERZO livello ottenuta il giudizio di BUONO

con ammissione al QUARTO livello.

Il Cairo

Il Direttore

10/03/2014





ATTESTATO

Si attesta che **LABIBA ABDEL NABY IBRAHIM**

ha frequentato il CORSO DI LINGUA ITALIANA 50 ORE

dal 30/09/2013 al 07/11/2013

e ha superata la prova di esame conclusiva

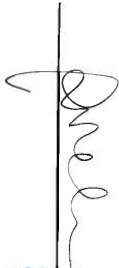
del SECONDO livello ottenendo il giudizio di BUONO

con ammissione al TERZO livello.

Il Cairo

Il Direttore

10/12/2013



**ATTESTATO**

Si attesta che **LABIBA ABDEL NABY IBRAHIM**

ha frequentato il CORSO DI LINGUA ITALIANA 50 ORE

dal 04/04/2013 al 04/06/2013

e ha superato la prova di esame conclusiva

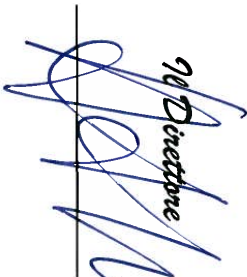
del PRIMO livello ottenendo il giudizio di OTTIMO

con ammissione al SECONDO livello.

Il Cairo

10/06/2013

Il Direttore



IELTS Test.pdf

INTERNATIONAL ENGLISH LANGUAGE TESTING SYSTEM

Test Report Form

ACADEMIC

NOTE Admission to undergraduate and post graduate courses should be based on the ACADEMIC Reading and Writing Modules.
GENERAL TRAINING Reading and Writing Modules are not designed to test the full range of language skills required for academic purposes.
It is recommended that the candidate's language ability as indicated in this Test Report Form be re-assessed after two years from the date of the test.

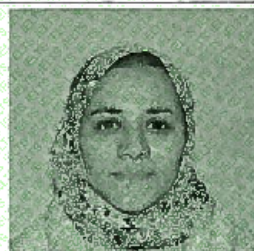
Centre Number Date Candidate Number

Candidate Details

Family Name

First Name

Candidate ID



Date of Birth Sex (M/F) Scheme Code

Country or Region of Origin

Country of Nationality

First Language

Test Results

Listening Reading Writing Speaking Overall Band Score

Administrator Comments

Centre stamp



Validation stamp



Administrator's Signature

Labiba Ibrahim

Date

Test Report Form Number



CAMBRIDGE ENGLISH
Language Assessment
Part of the University of Cambridge

The validity of this IELTS Test Report Form can be verified online by recognising organisations at <http://ielts.ucles.org.uk>