

# Mohamed Ahmed Sakran

Doctor of Business Administration

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## Career Summary:

### Senior Marketing and E-Publishing Professional

**I currently occupy this position, through which I perform some tasks, including:**

- Designing and implementing studies of campaigns for marketing and electronic advertising for the projects of the Deanship of Scientific Research and Innovation and the Academic Unit for Publishing .
- Responsible for the Scientific Integrity Detection Unit for all scientific research published in international periodicals and for checking the percentage of scientific citations
- Permanent member of scientific research committees.
- General Coordinator for Sustainable Development Goals (SDGs) at Arab Academy .
- Carrying out public relations work at the Deanship of Scientific Research and Innovation and the Academic Publishing Unit.
- I have many analytical skills to manage all tasks related to the educational and Research process.
- I am capable of developing and implementing all business plans, which qualifies me to meet both short- and long-term objectives.
- I have the full ability to communicate information through explanation and analysis, which qualifies me to lead an effective and developed team.

### - Skills:

- Ability to adapt to any environment and gain the required knowledge in short time
- Ability to build a collaborative and effective team.
- Ability to solve problems while performing tasks.
- Developing work methods
- Possibilities and extensive experience in business management
- Ability to understand and analyze economic variables
- With extensive knowledge of international trade organizations and the creation of trade statistics for countries through the WTO website
- Specializing in electronic marketing and electronic publishing, especially in the marketing of banking services
- There are communication skills with various formal and informal organizations
- Strong Research and strategic analysis skills.
- works as part of a team and closely with other departments within the organization.

- My great strength is a multiplicity of experiences in the areas of Business Management, multimedia and Electronic Publishing.
- I have a constant passion to develop my skills and abilities, and this is evident through the courses and certificates I have obtained over the course of my working life.

## **Qualifications :**

### **Oct 2015- Nov 2020 (Doctorate in Business Administration)**

Doctorate in Business Administration Hellwan University, one of the governmental universities specialized in this field of science

### **Oct 2011 – feb 2014( MBA)**

Master of Business Administration From Arab Academy for Science, Technology

### **Oct 2006 –Feb 2008 (Diploma in Multimedia)**

From Arab Academy for Science, Technology and Maritime Transport

- Photoshop.
- Adobe Illustrator.
- Adobe Dream weaver.
- Adobe Audition.
- Adobe Premiere pro cs3.
- Adobe After effect.
- Macromedia Flash.
- HTML.
- 3D MAX.
- Macromedia Director MX.
- ACTION SCRIPT.
- POSER.
- MAYA.

### **Feb 2003- Apr 2003 (Special Production Training courses)**

- Occupational Health and Safety.
- Production Planning.
- Inventory Management

### **Nov 2001 – Sep 2002 (Professional Certificate in Marketing & Sales)**

#### **Including a series of specialized studies**

- Essential of Marketing.
- Business Administration.
- Personal Selling.
- Consumer Behavior.
- Communication Skills.
- Advertising &Sales Promotion.
- Product Management.

## **Oct 1996- June 2001(Bachelor of Business Administration)**

From faculty of commerce Alexandria University

Studying the curricula of administrative sciences, human resources, economics and accounting sciences in addition to specialization in marketing and advertising sciences

### **Professional Experience:**

From Dec 2020- Tell Now (Senior Marketing and E-Publishing Specialist)

Arab Academy for Science and Technology, Maritime Transport

### **Duties and Responsibilities:**

- Working in public relations at the Deanship of Scientific Research and Innovation as well as the Academic Unit for Publishing
- supervising the Academic Center for Publishing and carrying out scientific publishing procedures
- Carry out procedures for issuing books, as well as follow-up and supervision of their technical operations.
- supervising and following up on scientific journal publications, whether electronic or printed.
- Updating and expanding the Academy's official website's scientific research page.
- Implementation and dissemination of the Academy's news, events, and conferences related to scientific research
- Preparing and supplying projects, research, and scientific papers to the scientific research page.
- Assisting fellow faculty members in detecting scientific integrity when they submit research papers
- This is in addition to the possibility of adding other tasks in the field of marketing and electronic publishing at the Deanship of Scientific Research and Innovation.

## **From Oct 2010 –Nov 2020 : ( Electronic Publishing Officer)**

### **Duties and Responsibilities:**

My responsibility is to convert all scientific research and textbooks from paper to digital through scanning and make adjustments to the process.

Publication of all digitized messages on the Academy website to be provided to all Users are researchers, students and faculty members

Daily supervision of digitization processes and follow-up of work progress

## **From Apr 2004 – to Sep 2010 (Graphic Designer) AASTMT (Maritime Simulators)**

### **Duties and Responsibilities:**

As a graphic designer at the Marine Simulation Complex at the Multimedia Department of the Naval Academy.

My mission was to map navigational charts using the ArcMap program as well as 2D and 3D programs.

Participate in the team concerned with the project of developing the Nile River in the Arab Republic of Egypt and making navigational maps after submitting proposals for its development

**From Nov 2002- to Mar 2004 (Store Manager) Shehfe Casings Company.**

**Duties and Responsibilities:**

My responsibility was to manage the company's stock of raw materials, auxiliary materials, to monitor the company's stock of finished goods, and to submit the reports of all the above to the senior management to assist in making decisions regarding export and import operations

**From June 2001- to Oct 2002 (Education Marketing Coordinator)**

**Arab Academy Cooperate with American University**

**Duties and Responsibilities:**

Preparing for holding training courses, coordinating with faculty members, arranging meeting places, contacting students, following up on the course of these courses and solving all the problems facing the success of the contract.

**References:**

**1-Professor: Yasser Gaber El Dessouky**

Dean of Scientific Research and Innovation (AASTMT)

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**2- Eng:Monier Shehfee**

Owner of Shehfee Casings Company (**Free Zone**).