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ASHRAF AMIN

Executive Summary

I am a media expert, consultant, trainer and journalist. For 20 years, I have worked for various organizations and media outlets in planning media campaigns, training technical experts' and journalists on communication strategies. I am a Senior Editor, Head of the Science & Technology Department in Al-Ahram Newspaper, board member of associations and organizations working in Egypt. I hold an M.Sc. degree in Science Policies for Sustainability from Sussex University. My experience varies in the fields of creating, assessment and production of media content for newspapers, TV and social media. I am a fluent Arabic, English, and French speaker and media writer. I am capable of managing several projects and coaching media teams. I am self-motivated, capable of managing multi-task projects, dealing with conflicts and negotiating in an effective manner.

Major Achievements

- I worked as a journalist in several media outlets in French, English and Arabic languages.
- Media training and media competitions with Discovery Education, RiseUp and Al-Ahram Newspaper.
- I worked closely with the Supreme Council for Education and Scientific Research introducing the projects and achievements to the media since its establishment till the nomination of Dr Tarek Shawky as Minister of Education.
- I developed a series of daily TV reports for 19 months on the innovation and entrepreneurship and creativity for youth.
- Media capacity building for TVET I marketing and communication experts
- Development of communication material for tvet1 including newsletters research, writing, and ensuring buy in from all stakeholders.
- I worked extensively with several organizations in Egypt on planning and moderating workshops, conferences, media training courses and press conferences.

Professional Experience

September/12- Present: Head of the Science& Health Desk,
Al-Ahram Newspaper.

November/12-Present: Responsible for Al-Ahram Science Clubs

23 March/18 – 26 May/18: Host and Content writer of "Takharif 3elmia" a 5 min weekly program on Facebook Page ShofnyTV covering pseudoscience and general health topics.

January/17- August/18: Head of the Science& Features Unit, onlive news channel, Ontv Network. (I was responsible of producing daily tv reports covering the areas of innovation, entrepreneurship and creativity)

November/11- December/17: Senior Editor for the German Arab Chamber for Trade and Commerce Magazine (GAT).

May/15- December/16: Responsible for the weekly page "Fakkir Wa Ibtakir" aka Think & Innovate, Al-Ahram Weekly Supplement

November/12- Jan/13: Senior Editor, mbc Egypt.

Jan/15- Present: Member of the Ethical Committee for Scientific Research, Air Forced Specialized Hospital, Cairo, Egypt

October /09 – Sept/12: Deputy Head of the Science Department in Al-Ahram Newspaper.

June/2010- November/2011: Core group member and Media consultant for "The Egyptian Anti-Stigma & Discrimination Forum"

September/08-Present: Media Trainer, Consultant and Moderator for several workshops and events organized by international and national organizations like: the Arab German Yong Academy (AGYA), the DAAD Cairo office, the Goethe Institute Cairo office, Egyptian Knowledge Bank (EKB), Discovery Education, OLX, Astellas Pharma, Al-Ahram Regional Institution for Journalism (AHRIJ) and Sanofi Pharma Egypt.

August/09-June 10: Media consultant for the British Council in Egypt for famelab –Egypt first round Competition.

Sept/04 – Oct/09: Assistant Head of the Science & Health Desk in Al-Ahram Newspaper.

Nov/09 – May/10: Media Expert for the Technical and Vocational Education and Training (TVET) system reform program. This project is co-funded by the European Union & the Government of Egypt.

December/08 – August 2010: Senior Editor for Nile Life morning show "Naharak Saiid" aka "Good Day"

Sept/2007- Oct/09: Editor and Script writer for mbc TV health show "Green Apple".

March/08 - Sept/08: Editor in Chief of mbc morning show "Good morning Arab World"

May/1999- Sept/2004: Scientific reporter in Al-Ahram newspaper:

2002-August/06 Responsible for a weekly page called Science in our life in the daily regional edition of Al-Ahram newspaper, which focuses on Arab scientific and medical topics.

2001–August/06 Responsible for a weekly page called New World in the daily local edition of Al-Ahram, which focuses on the latest inventions and technological products.

1999- Reporter in a weekly page called Science & Medicine in the daily local and regional editions of Al-Ahram.

Editor and translator for several pages and magazines in Al-Ahram organization:

2001-2002: Loghat El-Asr monthly magazine of computer and information technology.

2000 -Weekly Cars supplement in the local and regional editions.

2000 - Nisf El-Donia weekly magazine.

2000–2002 El-Beit monthly magazine of Decoration and Furniture.

May/06- August/06: TV Reporter in Arab News Agency.

2002-2003: Reporter in the youth sector of the daily French newspaper “Le Progres Egyptien.”

1998-1999: TV Reporter at Nile News Channel.

Working

- Editor of the book: "Letters from Egypt" HIV/AIDS: Testimonials of Stigma & Discrimination" (published in May 2011)
- In Jan 2009, and during the Cairo's Book fair I organized workshop on "Science Communication" in collaboration with the British Council in Cairo. The event was very successful due to the high attendance of 35 young Egyptian journalists from different fields of media (Radio, written press and TV).
- I published more than 150 articles in several magazines and newspapers in Egypt like Al-Ahram newspaper, Loghat El-Asr magazine, Le Progres Egyptien newspaper, Nisf El-Donia magazine.
- I assisted and wrote about the clean up day of “Wadi Degla” protected area from plastic bags, Cairo, 24th of April 2004.
- I attended a workshop about “Examining global media practices at local level” from 18 to 19 April 2004 at the American chamber of commerce in Egypt.

- I attended a seminar about “Science and Media” from 2 to 7 March 2003 at Cambridge City in the U.K., organized by the British Council.
- I successfully completed several Workshops for Arab scientific reporters organized by the regional office of the UNESCO in Cairo and the Federation of Arab Journalists.
- I was the media coordinator, 1st Arab Thought foundation conference, organized in Cairo from 27 to 29 October 2002.
- I participated in several medical and scientific conferences in Tunisia, Italy and Austria, as well as several Egyptian conferences such as the telemedicine project, liver transplantation operations and the conflict between science and ethics.
- I am a member of the Egyptian society for child care (ESCC) assistance to young diabetics and member of the Egyptian society for autistic children (ESAC)
- I am also a member of volunteer corps of the International conference for population and development, Cairo 1994, which was organized by the UNDP.

Education

-Sept/06-Sept/07: Master degree with distinction in Sciences & Technology for Sustainability (STS) at Science & Technology Policy Research Unit (SPRU), Sussex University, Brighton, UK.

My dissertation topic is on: “Technology Transfer of bioethanol production to Egypt: Stakeholders analysis of values and policy options using Multi-Criteria Mapping”.

-2005-2006: Diploma in Management of NGOs’, Faculty of Economics and Political Sciences, Cairo University, Egypt.

-2000-2001: French Diploma in Media from Cairo University & Paris 2 University.

-1994-1998: B.Sc. of Chemistry & Physics, Faculty of Sciences, Cairo University.

-June 1994: Baccalaureate of science from the French school (Ecole des Frères)

-June 1993: French Baccalaureate in science section

-June 1993: French language Diploma (Alliance)

Reference Furnished Upon Request