

SUMMARY

A highly motivated hard working young man that has been doing academic jobs in Universities and colleges for the past 9 years. Creative and dynamic storyteller with an emphasis on education, families, business/technology and consumer news. An established community and newsroom leader with trusted contacts, strong public relations skills, and active social media presence. Demonstrates leadership skills that guide production teams towards the achievement of live broadcast goals while maintaining tight deadlines and journalistic integrity. Moreover, the teaching-learning, Research, office and other academic activities in which I was actively involved for the past nine years allow me to grasp a strong teaching, research, administrative, organizational, communication, interpersonal and customer service skills that enable me to execute any given responsibilities individually and as a part of a team in a timely and efficient way.

- Areas of Expertise:

1. Taught Mass Communications and Journalism students broadcast writing and video/newscast production, all while obtaining Master's Degree.
2. Created new curriculum from scratch for upper division broadcast writing students.
3. Incorporated real-live news and current events into lesson plans throughout the semester.
4. Partnered with several public information officers in the



HAMAD Q ALDHAFEERI

Media and Communication
Lecturer

✉ k.aldhafeeri1@gmail.com

☎ 0597175175

📍 3476 Alhessiyah ST, Riyadh

🌐 Saudi Arabia 📅 05/23/1986

👤 Married [in](#) in/Hqaldhafeeri

WORK EXPERIENCE

Media Lecturer, August 2013 – Present

Imam University, Riyadh

Sep 2013 - Feb 2022

1. Hands-on experience and expertise in library media
2. Profound knowledge of the State Standards and applicable frameworks
3. Operational knowledge of technological tools and their use
4. Outstanding ability to cooperate with students and staff
5. Immense ability to meet the needs of a highly diverse student population
6. Excellent technical skills and familiar with MS Office applications
7. Taught Mass Communications and Journalism students broadcast writing

community from law enforcement, fire departments, and education to bring in guest speakers on various topics.

5. Produced visually interesting and engaging lectures via Power Point.
6. Rated among the highest in student evaluations.
7. Counseled students in career advice, served as liaison for internship program between the university and television stations.
8. Familiar with PGCE / Cert Ed in Media Studies.
9. Extensive commitment to learning and development of students.
10. Great interest in teaching and learning styles.

LANGUAGES

English ● ● ● ● ●
Arabic ● ● ● ● ●

AREAS OF EXPERTISE

Excellent graphic designing skills

Transferable skills

Problem-solving

Communication

Active listening

Time management

Creativity.

Interpersonal Skills.

Critical Thinking

Public Speaking.

Teamwork

Customer Service Skills.

Conflict Resolution

Negotiation.

Administrative skills.

Written Communication

and video/newscast production, all while obtaining Master's Degree.

8. Created new curriculum from scratch for upper division broadcast writing students.
9. Incorporated real-live news and current events into lesson plans throughout the semester.
10. Partnered with several public information officers in the community from law enforcement, fire departments, and education to bring in guest speakers on various topics.

11. Produced visually interesting and

Programmes Editor, May 2009 – July 2010

Ekhbariyah TV, Riyadh

May 2009 - Jul 2010

Coordinated with staff and provided professional development for effective integration of media and technology.

Supervised media staff, circulation of materials/equipment.

Managed the budgets and utilized local area network, and media facilities effectively.

Promoted the Information Media and Technology program.

EDUCATION

Media and Mass communication

Imam University, Riyadh

Jan 2005 - Jan 2009

Bachelor's Degree

Media Production

Salford University, Manchester, UK

Sep 2016 - Sep 2018

Higher Diploma

Microsoft Office skills

Increasing Customer Lifetime Value (CLV)

Reducing Customer Acquisition Cost (CAC)

Social Media Marketing and Paid Social Media Advertising

Effective communication

Search Engine and Keyword Optimization

Social media and mobile marketing

Copywriting

Educational platforms (software like Elearn)

Research & Data analysis

Technological & digital literacy

COURSES

English intensive course

Feb **2011**

Boulder University

two years

English intensive course

Aug **2015**

Salford University

English courses for two years

Preparation of media campaigns

2014

ipa.edu.sa

Entrepreneurship and Innovation

2020

Imam University

Crisis management

2014

جامعة الإمام

Basics of Design, The Art Institute of Atlanta

Dec **2017**

Salford University

1. Learn and apply core principles of design
2. Develop an eye for design and use of negative space
3. Gain an in-depth understanding of the color wheel and what colors represent

Computer-Aided Drafting I

Jun **2017**

The Art Institute of London

1. Develop the basics of using Adobe InDesign
2. Learn how to plan a space using rendering software

Intro to Public Relations

2018

Salford University

1. Fostered relationships with editors, create pitch emails and articles, and how to best process a press release over the wire.
- 2.
3. Execute a public relations campaign from editorial relationships, press releases, by-line articles, and event promotion.

الإدارة المكتبية

معهد الإدارة

صناعة المحتوى لوسائل الإعلام

2019

معهد الإدارة

1. التمييز بين الأشكال الصحفية المختلفة ببسر وسهولة.
2. الكتابة لوسائل الإعلام التقليدية والحديثة بكفاءة وفعالية.
3. التعرف على صناعة المحتوى الإعلامي بسهولة ويسر.
4. التخطيط لصناعة المحتوى الإعلامي بكفاءة وفعالية.
5. يطبق مهارات صناعة المحتوى الإعلامي بجودة وإتقان.
6. كتابة الخبر بدقة وإتقان.

الاتصال في العلاقات العامة

2019

جامعة الإمام

1. يتعرف على مفهوم العلاقات العامة وانشطتها ووظائفها بسهولة ويسر.
2. يتعرف على مفهوم وعناصر منظومة العملية الاتصالية بسهولة ويسر.
3. يطبق مهارات اتصالية جديدة لتحقيق التواصل بكفاءة وفاعلية.
4. يحدد معوقات الاتصال في بيئة العمل وطرق التغلب عليها بدقة وإتقان.
5. يطبق خطوات التخطيط في تنفيذ أنشطة وبرامج العلاقات العامة بكفاءة وفاعلية.

إعداد الحملات الإعلامية

معهد الإدارة

تنمية مهارات المتدربين على إعداد وتنفيذ الحملات الإعلامية وفق الأساليب المهنية الحديثة.

mbc

GROUP

We see hope everywhere

مجموعة MBC
مركز الإعلام والثقافة
الرياض - جدة
ص.ب. 14550
11551 الرياض
تلفون: 36000000
فاكس: 36000000

No : 1121/2013
Date: 31 Dec. 2013

الرقم : 2013/1121
التاريخ : 1435/02/27 هـ
للموافق : 2013/12/31 م

EXPERIENCE CERTIFICATE

شهادة خبرة

We do hereby certify that:

Mr. Modar Hamad Qasar A Aldhafecri

Nationality : Saudi

Passport No : M569610

Department : Production

Job Title : Senior Producer

Has been working in the Company from

01/01/2012 to 31/12/2013

By refereeing to his personal file, he showed good conduct during his employment. He was cooperative with his superiors & colleagues, and a man of initiatives.

This certificate is issued without any responsibility whatsoever to our Company.

بهذا نقيده بأن :

السيد : محمد قصير الدعي الحظوري

الجنسية : سعودي

رقم الجواز : M569610

الإدارة : الإنتاج

مسمى الوظيفة : مسؤول أول إنتاج

قد عمل لدى الشركة خلال الفترة من :

2012/01/01 م إلى 2013/12/31 م

وبالرجوع لبيانات ملفه ، فقد اتضح إنه كان حسن السيرة والسلوك ومنتهظ في عمله ومتعاون مع رؤسائه وزملائه ومجتهد في عمله.

وقد اعطيت له هذه الشهادة دون ادلى مسؤولية

على الشركة.

مدير الموارد البشرية

Human Resources Manager

عبد السلام بن حسين العبدلي

Abdulsalaam Hasan Al-Abdli



University of
Salford
MANCHESTER



This is to certify that

Hamad Aldhafeeri

Has successfully completed the University of Salford, English Study Programme
22nd September 2014 to 11th September 2015

The student has attained the following level of English

Reading	6.0
Writing	6.0
Listening	6.5
Speaking	6.5
Overall	6.5

John Fyfe

English Language Centre Manager

University of
Salford
MANCHESTER

Friday, 11th September 2015

@00406272

Name: Aldhafeeri, Hamad Qasar A

Last (Family/Surname) Name, First (Given) Name, Middle Name

Email: ss-zz@hotmail.com

Gender: M

Date of Birth: 23 May 1986

Registration Number: 0000 0000 1230 1921

Test Date: 10 Jun 2011

000201

000201

Aldhafeeri, Hamad Qasar A
1030 13th st
Boulder, CO 80309
United States



TOEFL Scaled Scores

Reading	20
Listening	27
Speaking	24
Writing	29

Total Score 100

Native Country: Saudi Arabia

Inst. Code

Dept. Code

Native Language: ARABIC

Sponsor Code:

Test Center Code: ITEG282B

Test Center Country: Egypt

00

Reading Skills	Level	Your Performance
Reading	Intermediate (15-21)	<p>Test takers who receive a score at the INTERMEDIATE level, as you did, typically understand academic texts in English that require a wide range of reading abilities, although their understanding of certain parts of the texts is limited.</p> <p>Test takers who receive a score at the INTERMEDIATE level typically</p> <ul style="list-style-type: none"> • have a good command of common academic vocabulary but still have some difficulty with high-level vocabulary; • have a very good understanding of grammatical structure; • can understand and connect information, make appropriate inferences, and synthesize information in a range of texts but have more difficulty when the vocabulary is high level and the text is conceptually dense; • can recognize the expository organization of a text and the role that specific information serves within a larger text but have some difficulty when these are not explicit or easy to infer from the text; and • can abstract major ideas from a text but have more difficulty doing so when the text is conceptually dense.
Listening Skills	Level	Your Performance
Listening	High (22-30)	<p>Test takers who receive a score at the HIGH level, as you did, typically understand conversations and lectures in English that present a wide range of listening demands. These demands can include difficult vocabulary (uncommon terms, or colloquial or figurative language), complex grammatical structures, abstract or complex ideas, and/or making sense of unexpected or seemingly contradictory information.</p> <p>When listening to lectures and conversations like these, test takers at the HIGH level typically can</p> <ul style="list-style-type: none"> • understand main ideas and important details, whether they are stated or implied; • distinguish more important ideas from less important ones; • understand how information is being used (for example, to provide evidence for a claim or describe a step in a complex process); • recognize how pieces of information are connected (for example, in a cause-and-effect relationship); • understand many different ways that speakers use language for purposes other than to give information (for example, to emphasize a point, express agreement or disagreement, or convey intentions indirectly); and • synthesize information, even when it is not presented in sequence, and make correct inferences on the basis of that information.



Copyright © 2010 by Educational Testing Service. All rights reserved. ETS, the ETS logos, and TOEFL are registered trademarks of Educational Testing Service (ETS) in the United States and other countries throughout the world. TOEFL iBT is a trademark of ETS. Other products and services mentioned herein may be trademarks of their respective owners.

000201

Speaking Skills		Level	Your Performance
Speaking about Familiar Topics		Fair (2.5 - 3.0)	Your responses indicate you are able to speak in English about your personal experiences and opinions in a mostly clear and coherent manner. Your speech is mostly clear with only occasional errors. Grammar and vocabulary are somewhat limited and include some errors. At times, the limitations prevent you from elaborating fully on your ideas, but they do not seriously interfere with overall communication.
Speaking about Campus Situation		Good (3.5 - 4.0)	Your responses indicate an ability to speak effectively in English about reading material and conversations typically encountered by university students. Overall, your responses are clear and coherent, with only occasional errors of pronunciation, grammar, or vocabulary.
Speaking about Academic Course Content		Fair (2.5 - 3.0)	Your responses demonstrate that you are able to speak in English about academic reading and lecture material, with only minor communication problems. For the most part, your speech is clear and easy to understand. However, some problems with pronunciation and intonation may occasionally cause difficulty for the listener. Your use of grammar and vocabulary is adequate to talk about the topics, but some ideas are not fully developed or are inaccurate.
Writing Skills		Level	Your Performance
Writing based on Reading and Listening		Good (4.0 - 5.0)	You responded well to the task, relating the lecture to the reading. Weaknesses, if you have any, might have to do with <ul style="list-style-type: none"> • slight imprecision in your summary of some of the main points and/or • use of English that is occasionally ungrammatical or unclear.
Writing based on Knowledge and Experience		Good (4.0 - 5.0)	You responded with a well-organized and developed essay. Weaknesses, if you have any, might have to do with <ul style="list-style-type: none"> • use of English that is occasionally ungrammatical, unclear, or unidiomatic and/or • elaboration of ideas or connection of ideas that could have been stronger.

THIS IS THE ONLY PERSONAL RECORD YOU WILL RECEIVE. PLEASE RETAIN FOR YOUR RECORDS.

This score report provides four section scores and a total score. An analysis of your strengths and weaknesses in English is included. The level pertaining to each skill should not be generalized beyond the performance on this test. Skill levels and their associated descriptions are not intended for use by institutions as part of their admissions criteria and will not be shared unless you grant permission.

Information About Scores: The following scaled scores are reported for TOEFL iBT. A total score is not reported when one or more sections have not been administered. These scores have the following ranges:

Sections	Scaled Scores
Reading	0-30
Listening	0-30
Speaking	0-30
Writing	0-30
Total Score	0-120

Institution Code Numbers: The code numbers on this score report are the ones you selected at the time you registered. If any of the numbers you indicated are not shown, they were incorrect and the TOEFL office was unable to send those score reports. To have additional official score reports sent, follow the directions on the attached Score Report Request Form.

Score Legends:

Reading Skills	
Level	Scaled Score Range
High	22-30
Intermediate	15-21
Low	0-14

Speaking Skills		
Level	Task Rating	Scaled Score Range
Good	3.5-4.0	26-30
Fair	2.5-3.0	18-25
Limited	1.5-2.0	10-17
Weak	0-1.0	0-9

Listening Skills	
Level	Scaled Score Range
High	22-30
Intermediate	14-21
Low	0-13

Writing Skills		
Level	Task Rating	Scaled Score Range
Good	4.0-5.0	24-30
Fair	2.5-3.5	17-23
Limited	1.0-2.0	1-16
Score of Zero	0	0

DEPT.	WHERE THE REPORT WAS SENT
00	Admissions office for undergraduate study or an institution or agency that is not a college or university
01, 04-99	Admissions office for graduate study in a field other than management (business) or law according to the codes selected when you registered
02	Admissions office of a graduate school of management (business)
03	Admissions office of a graduate school of law

Additional information about TOEFL iBT scores can be found on the Test Takers section of the TOEFL website at www.ets.org/toefl.

ETS® Security Guard text is printed with a special heat sensitive ink for security. To activate this security feature, apply heat to the text, either by rubbing it or blowing on it, and the ETS® Security Guard text will disappear.

IMPORTANT NOTE TO INSTITUTIONS: Scores are valid ONLY if received directly from ETS. Photocopies should never be accepted. If you received this score report directly from an examinee, please provide your official TOEFL institution code to the examinee so he/she can request that an official score report be sent to you. If you need to contact ETS, use the toll-free number on the back of the official score report. Scores more than two years old cannot be reported or validated.