

CURRICULUM VITAE



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Profile

Dr. Mervat Abou Oaf is a highly accomplished academic and professional media expert with nearly three decades of dedicated experience in both the theoretical and practical realms of media studies. She combines her academic rigor with real-world expertise as a pracademic, contributing significantly to media law, regulation, digital media literacy, and awareness. Her doctoral work, awarded with “Excellence” from the University Autònoma of Barcelona (UAB), Spain, focused on creating a regulatory model for an egalitarian film industry in Egypt, a testament to her deep commitment to social justice and equality in media. Abou Oaf has been a cornerstone at The American University in Cairo (AUC) since 1995, where she has nurtured the next generation of media professionals while engaging in extensive consultancy work that influences media policy and practice regionally and internationally.

Academic and Professional Experience

1995 - Present: Pracademic; Academic and Professional Educator

- Pioneered innovative teaching methodologies and curriculum development in media studies, particularly in media law, ethics, and digital literacy at AUC and other prestigious institutions.

1995 - 2003: English Language Lecturer, English Studies Division (ESD), The American University in Cairo (AUC)

- Developed and taught advanced English courses, contributing to the foundation of solid linguistic and communication skills among AUC students.

2001 - Present: Member, National Council for Women (NCW)

- Played a critical role in advocating for women's rights and empowerment through media, representing Egypt in numerous national and international forums.

2003 - 2006: Adjunct Faculty Member, JRMCA Department, AUC

- Taught mass communication and media courses integral to the curriculum.

2006 - Present: Full-Time Faculty Member, JRMCA Department, AUC

- Progressed from lecturer to full professor of practice, consistently receiving high evaluations for teaching excellence and mentoring.

2006 - 2014: Editor-in-Chief, 'AdLife' Classified Marketing Magazine (AR Publication)

- Led the magazine to a leading position in Egypt's marketing industry, focusing on media trends, advertising ethics, and consumer behavior.

2006 - 2012: Foreign Press Conferences Coordinator and Moderator, Cairo International Film Festival

- Coordinated and moderated high-profile foreign press conferences, significantly enhancing the festival's international reputation.

2008 - Present: Media Legislation, Regulation, and Policy Program Designer and Presenter

- Designed courses and reviewed programs that have become benchmarks in media law education, influencing policy-making.

2010 - Present: Active Member, Foreign Press Association (FPA), Egypt

- Actively contributes to discussions on media freedom, ethics, and the role of journalism in society.

2011 - 2014: Chair, Journalism and Mass Communication Department, School of Global Affairs and Public Policy, AUC

- Successfully led the department through a period of significant growth and innovation, including the introduction of new media audio and photo specializations.
- Renovated the JRMCA Radio Studio and established the photography studio at the department.

2014 - 2015: External Review Team Member, University of Sharjah (UoS), UAE

- Contributed to the accreditation renewal process for the university's undergraduate and graduate English and Arabic programs, ensuring the highest standards of media education in the Gulf region.

2016 - Present: National Training Academy, Presidential Leadership Programs Trainer, and Curricula Designer

- Plays a crucial role in training future Egyptian leaders in presidential programs and leading official calibers in Egypt, delivering workshops on media strategies, laws, literacy, crisis management, and ethics in journalism.

2016 - Present: Consultant, Chamber of Cinema Industry Federation (CCI)

- Provides expert advice on media law and regulation, translating articles directly influencing Egypt's film industry's legal landscape.

2017 - Present: Board of Trustees Member and Media Consultant for "The AWLADNA" Foundation for the Disabled

- Advocates for the rights of people with disabilities in media representation, ensuring inclusivity in national and international platforms.

2017 - 2020: Academic and Professional Consultant, Global Academic Foundation Educational Institution

- Provided strategic direction in media education, helping the institution achieve academic excellence and global recognition.

2017 - 2018: Academic Consultant, Knowledge Hub Educational Institution

- Advised on curriculum development, focusing on integrating digital media literacy into the broader educational framework.

2018 - Present: Peace Ambassador for Arts and Culture, Egyptian Center for World Peace and UN Human Rights

- Promotes the role of arts and culture in peacebuilding, both within Egypt and internationally.

2020 - Present: Digital Media Literacy and Awareness Program Designer and Presenter

- Designed and implemented digital literacy programs adopted by educational institutions across Egypt.

2021 - Present: Academic Consultant, Cairo International Film Festival (CIFF)

- Ensures the festival's alignment with global standards and involvement of young filmmakers of calibers interested in the industry, enhancing its status as the only accredited film festival in the Middle East by FIAPF.

2021 - 2022: Consultant and Trainer, TV Broadcast Segment, Al-DOME, United Media Services: Chief Trainer and Content Developer training young broadcasters in TV presentation skills and tools, contributing to the progress of Egyptian television.

2022 - Present: Board Member and Consultant, Chandigarh University JMC Media Studies, India

- Guides international media education standards, reviews graduate and undergraduate media studies, delivers media law, ethics, and media literacy workshops, and fosters global academic collaborations.

2022 - 2024: Course Designer and Masterclass Conductor, Benchmark Education Academy and Tatweer

- Developed cutting-edge courses and masterclasses that address the needs of modern media professionals.

2022 - Present: Member, Ministry of Culture's Supreme Festivals Association, Film Syndicate

- Revises and decides on final approvals of new and well-established festivals and their set schedules, promoting Egypt's film and cultural policy in the film industry.

2022 - Present: CCI Representative for the Businesswomen Association of the Federation of Egyptian Industries

- Advocates for women's empowerment within the business community, promoting gender equality in leadership roles.

2023 - Present: Member, Ministry of Culture's Supreme Scientific Committee, Cultural Observatory Studies, Egypt

- Contributes to cultural studies in media and film that inform national policy, ensuring the current performance assessment, preservation, and promotion of Egypt's cultural heritage.

2023 - 2024: Author, "Art of Fantasy; Evolution of Egyptian Cinema into the Digital Age," Kayan Publishing Company.

- This seminal work captures the transformation of Egyptian cinema in the digital era and provides a comprehensive analysis of its cultural impact.

2024 – Present:

- Board of Trustees Member of "Tamooh" Foundation for Sustainable Cultural Development under the leadership of Former Minister of Culture Dr. Nevine El Kilany.

2024 – Present: Gouna Film Festival Academic Consultant and AUC Students' Supervisor

- Ensuring the involvement of young filmmakers and calibers interested in the industry to enhance cinema's status as a tool of soft power promoting humanity, peace, and renovation.

Academic Qualifications

- **Ph.D. in Media Law and Regulation**
University Autònoma of Barcelona (UAB), Spain
 - Dissertation: "Building a Competent Regulatory Model for the Development of an Egalitarian Film Industry in Egypt (2005-2015)"
 - **Qualification:** Excellent
 - **Supervision:** Professor José Manuel Tornero, Head of Communication Department, UAB
- **Master's Degree (M.A.) in Mass Communication / TV Journalism**
The American University in Cairo (AUC)
 - Thesis: "Egyptian Media Production City (EMPC): Prospects and Future Concerns (A Case Study)"
 - The comprehensive exam was completed as a requirement for Ph.D. preparation.
- **M.Phil. in Business Administration (MBA)** (Program Discontinued)
Maastricht School of Management (MsM), Outreach Program
 - Courses completed, specialized in Media Management (Discontinued)
- **PCTEFLA**
 - Practical Certificate in Teaching English as a Foreign Language, AUC
- **RSA**
 - Royal Society of Arts (RSA), AUC, in collaboration with the British Embassy
- **B.A. in Social Sciences/Sociology**
The American University in Cairo (AUC)
 - Graduated in 1988, developing a solid foundation in social analysis and research methodologies since then.
- **High School Diploma (Thanaweya Amma)**
Port-Said School, Cairo, Egypt
 - Achieved top marks, demonstrating early academic excellence.

Professional Skills

Teaching and Mentorship:

- **Outstanding Teaching Skills:** Recognized solid teaching and class management expertise since 1995.
- **Mentorship Ambassador Expert:** Founding Member of the AUC Life Mentorship Program at AUC, mentoring students with a focus on lifelong learning and professional development.
- **Artificial Intelligence Ambassador:** Representing Center for Learning and Teaching CLT at the American University in Cairo AUC as an AI Ambassador for the Global Affairs and Public Policy School GAPP at AUC

Academic and Curriculum Development:

- **Curriculum Designer:** Expert in designing comprehensive and forward-thinking curricula that meet the evolving needs of the media and entertainment industry in the digital age.
- **Course Designer:** Developed various courses adopted by regional academic institutions, such as in media law and digital media literacy.

Consultancy and Leadership:

- **Consultancy Expertise:** Offers high-level consultancy in media law, policy, and education to national and international organizations, including the Chamber of Cinema Industry Federation and the Cairo International Film Festival.
- **Leadership in Training:** National Training Academy Trainer for Presidential Programs, focusing on ethical journalism, media law, and crisis management

Technical Proficiency:

- **Computer Skills:** Proficient in MS Office (Word, PowerPoint), Google Suite (Docs, Slides, Sheets), social media platforms (Facebook, Twitter, Instagram), and web management tools (HTML, WordPress).
- **Language Skills:** Fluent in Arabic and English, with a fair knowledge of French, facilitating communication in diverse settings.

Publications and Research

- **Book:** “Art of Fantasy; Evolution of Egyptian Cinema into the Digital Age” (English & Arabic - Kayan Publishing Company, 2023).
 - A comprehensive study on the transformation of Egyptian cinema in the digital age, exploring the cultural, social, and political implications.
- **Research Paper:** “Evolution of Media Law and Policy in Egypt” presented at the 7th International Conference on Information Law and Ethics, Pretoria, South Africa (2016)
 - An in-depth analysis of Egypt's media landscape's legal and regulatory changes over the past decades.
- **Co-authored Book Chapter:** "Collective Guilt as a Response to Evil: The Case of Arabs and Muslims in the Western Media" (2011).
 - This chapter examines the portrayal of Arabs and Muslims in Western media post-9/11, analyzing the intersection of politics, media, and power.
Abdulla, R., & Abou Oaf, M. (2011). Collective guilt as a response to evil: The case of Arabs and Muslims in the Western media. In M. Fackler & R. Fortner (Eds.), Blackwell Handbook of Global Communication and Media Ethics (pp. 734–751). Oxford: Blackwell.
- **Editorials and Articles:**
 - Published numerous articles in AdLife magazine as its editor-in-chief, also in Rozal Youssef Magazine and other outlets, covering topics such as media evolution into the digital age, online ethics, media law, advertising, and the evolution of Egyptian television.

Memberships and Affiliations

- **Board Member:** Chandigarh University, India, JMC Media Studies
 - **Consultant:** Chamber of Cinema Industry Federation, Egypt
 - **Member:** Ministry of Culture's Supreme Scientific Committee for Cultural Observatory Studies in Egypt
 - **Member:** National Council for Women (Media Department, Foreign Affairs Sector)
 - **Member:** Foreign Press Association (FPA),
 - **Member:** Egyptian Cinema Committee, the Ministry of Culture
 - **Member:** Supreme Film Festival Committee, the Ministry of Culture
 - **Board of Trustees Member:** "The AWLADNA" Foundation for the Disabled
 - **Academic Consultant:** Cairo International Film Festival (CIFF)
 - **Member:** Music Syndicate, Egypt
 - **CCI Representative:** Businesswomen Association, Federation of Egyptian Industries
 - **Peace Ambassador:** Egyptian Center for World Peace and UN Human Rights
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References: Available upon request.