

# Dr. Amal Hamdnaalla El-Gasim Ahmed Abdelmalik

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## SUMMARY

A dedicated media and public relations professional with over a decade of experience in the field. Skilled in strategic communication, content creation, and team management. Holds a PhD in Media and Communication Technology, with a strong academic background and proven expertise in public relations, corporate communications, and digital media.

## EXPERIENCE

### Head of Media Relations Department

Sudanese Electricity Distribution Company | Khartoum, Sudan

2021-Present

- Represented the company at national and international events, enhancing its reputation.
- Developed creative communication strategies to maintain a positive public image.
- Managed all social media accounts, engaging with stakeholders and the public.

### Media Officer

Ministry of Energy and Mining | Khartoum, Sudan

2019-2020

- Produced media content including photography and video for official events.
- Coordinated media coverage and managed press releases.
- Ensured accurate and timely distribution of media content.

### Executive Secretary

Sudanese Electricity Distribution Company | Khartoum, Sudan

2018-2019

- Organized meetings and prepared comprehensive reports and correspondence.
- Assisted in event planning and facilitated communication between departments.
- Managed office logistics and maintained professional relationships.

### Public Relations Officer

Sudanese Electricity Distribution Company | Khartoum, Sudan

2014-2018

- Monitored and analyzed social media platforms to manage public perception.
- Coordinated with journalists for press coverage and media outreach.
- Managed all company publications and press releases.

## EDUCATION

### PhD in Media and Communication Technology

Sudan University of Science and Technology • Khartoum, Sudan • 2020

### Master of Arts in Media and Communication Technology

Sudan University of Science and Technology • Khartoum, Sudan • 2016

### Bachelor of Arts in Islamic Studies

University of Omdurman • Omdurman, Sudan • 2008

## TRAINING & CERTIFICATES

- Certified Public Relations Professional** | Sudanese Electricity Distribution Company, Khartoum, Sudan- 2014
- Advanced Photography and Video Production** | Ministry of Energy and Mining- 2021
- Leadership and Strategic Management** | Sudan University of Science and Technology- 2019

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## SKILLS

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**Technical Skills:** MS Office | Social Media Management | Content Creation Tools.

**Communication Skills:** Excellent Public Speaking | Interpersonal Communication and Negotiation Skills.

**Analytical Skills:** Strong Analytical Thinking | Decision-Making | Problem-Solving Abilities.

**Languages:** Arabic (Native) | English (Fluent) | French (Intermediate)