

Dr. Mubarak Muhammad Ali Al-Farah

C.V

Name: Dr. Mubarak Muhammad Ali Al-Farah

- Assistant Professor at the Center for Human Rights and Polling, University Sana'a.
- Deputy Director of the Center



Date & Place of birthday: Yemen- 1975

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AIM

- To work practically within the organization where I can showcase my talent and enhance my skills to achieve the company's goals with complete integrity and enthusiasm.
- Ambition: I aspire to gain as much benefit and experience as possible and to apply everything I have learned in my academic and professional life for my personal growth and to serve my country and the organization I will work with.

Qualifications

2012

- PhD in Advertising and Communication with high honors and a recommendation for publication, Faculty of Arts and Humanities, Hassan II University.
(Thesis Title: Towards a Media Strategy for Tourism Development in Yemen)

2008

Master's Degree Master's Degree Advertising Discourse and Media Techniques - with an excellent distinction with a recommendation to print the Faculty of Arts and

Humanities, Casablanca Hassan II University.

(Thesis Title: The Promotional Link: From Creativity to Production, a Study of Television Commercials as a Model).

2000

Bachelor's degree in Media, Faculty of Media and Journalism, Sana'a University

Training Courses

- International Computer Driving License.
- Course in Secretarial and Information Management.
- Courses in Computer and Internet Skills.
- Courses in English Language.
- Course in Typing.
- Course in Finance and Accounting at the University of Sana'a.
- Course in Accounting, Government, Procurement, and Inventory, Financial Institute, Ministry of Finance.
- Training Courses in Screenwriting and Directing, Cinematic Center, Casablanca, Morocco.
- Workshops in Acting and Dramatic Writing (2011/2012) for the Professional License in Theater Studies, Hassan II University.
- Certificate of Participation from the Academic Development and Quality Assurance Center, University of Sana'a, for participating in the 8th Annual Training Course for Faculty Development in 2014.
- Certificate of Completion of the Trainer Preparation Program (TOT) with Distinction, Ocean Center.
- Certificate of Completion of the Professional Trainer Preparation Program with Distinction, Board.

- Training Participation in Screenwriting Course, Arab Forum.
- Training Participation in Scientific Research Methods Course.
- Training Participation in Success Stories Course, Faces Foundation.
- Participation in Coaching Board Program.
- Training Participation in Project Management and Feasibility Study Course, Ocean Center.
- Training Participation in Institutional Building Course, Information Center.
- Participation in the Journalists Training Program in Yemen on Journalistic Arts: News Reporting, Human Interest Stories, Interviews, Investigative Journalism, Faces Foundation.
- Participation in Women in the Context of COVID-19 Course, Information Center.
- Participation in the Workshop: Self-Assessment for Colleges and Centers, Quality Center – University of Sana'a, 2002.
- Participation in the Training Workshop on Training Strategies, Evaluation, and Building Selection Criteria for Academic Programs and Courses Described According to Quality Standards, held at the Academic Development and Quality Assurance Center (August 28, 2021, to September 2, 2021).
- Participation in the Workshop on Documentation and Archiving Related to the Self-Assessment Process for the College and Centers.
- Participation in the Course on Journalism in Armed Conflict.
- Participation in the 11th Arab International Conference held in Sana'a under the title: "Future Vision for Education and Training in the Republic of Yemen under the slogan: Education and Training - Reality and Ambition," November 2021.
- Participation in the Workshop: Developing Trainer and Teacher Skills as a

Quality Education and Training Focus, November 2021.

- Participation in the Workshop: Distance Training - Its Goals, Importance, and Standards, held during the 11th Arab International Conference under the slogan: Education and Training - Reality and Ambition, November 2021.
- Participation in the Training Course: Utilizing Artificial Intelligence Applications in Education, Consulting and Development Center, University of Science, 2024.
- Participation in the Training Course: Arts and Ethics of Journalistic Work, Yemeni Women's Media Network, 2024.
- Participation in the Training Course: Journalism Skills, Information and Rehabilitation Center, 2024.

Certificate of Appreciation for Contribution and Participation

- Certificate of Appreciation from the Professional License in Studies, Faculty of Arts and Humanities, Hassan II University, for contributing to student supervision in the field of television advertising for the academic year 2011/2012.
- Certificate of Recognition from IHB Institute of Art and Media for participating in several scientific forums and facilitating various training sessions in communication and advertising at IHB Institute of Art and Media, Morocco.
- Certificate of Appreciation from the Arts Lovers Association, Morocco, for participating in facilitating communication workshops during the 2012 Art Week.
- Certificate of Thanks and Appreciation from the Youth Renaissance Association for Development, Culture, and Sports, Morocco, for participating in the communication days in theater, January 2012.
- Certificate of Thanks and Appreciation from the Tomorrow's Hopes

Association for Social and Cultural Development for participating in the cultural, artistic, and social festival in October 2012.

- Certificate of Participation in the cultural meeting organized, as well as participation in the field of thought and literature under the management of the Youth House Council and the Forum for Communication and Skills Development.
- Certificate of Participation in the cultural, creative, and artistic event at the Theater Reception Workshop, Casablanca, Morocco.
- Certificate of Participation in the National Meeting of Student Members of Moroccan University Institutions.
- Certificate of Participation in the first phase of the electoral process with the High Electoral Commission.
- Certificate of Participation in the International Generations Forum for Art and Creativity in Service of Development, Morocco.
- Certificate of Appreciation from the Central Statistical Organization for participating in the general population census.
- Participation in the seminar organized by the Moroccan-Yemeni Friendship in 2011.
- Certificate of Thanks and Appreciation from our Embassy in Rabat, represented by the Cultural Attaché, in recognition of receiving a doctorate degree with high honors (distinction) and the recommendation for publication, for outstanding activity and excellence in academic achievement.
- Certificate from the Head of the Training and Research Unit, Hassan II University, Casablanca, confirming that the student studied and obtained a master's degree, excelling throughout his stay in Morocco for his good conduct, diligence, and perseverance, being one of the top students.

- Certificate of Appreciation from the Department of Journalism and the Dean's Office of the Faculty of Media, University of Sana'a, in recognition of the outstanding efforts made in academic achievement during the university studies.
- Certificate of Honor from the Journalism Association.
- Certificate of Appreciation from the Faculty of Media, University of Sana'a, for outstanding activity and excellence in academic achievement.
- Certificate of Appreciation on the occasion of International Labor Day from the University of Sana'a, in recognition of the sincere efforts you have made in your assigned work, demonstrating responsibility and exemplary commitment, dedication, and integrity.
- Certificate of Thanks and Appreciation from the University of Sana'a Center for Human Rights and Public Opinion Measurement for implementing the training program "Awareness and Education on Human Rights" in 2019.
- Certificate of Thanks and Appreciation for the successful training program "Media Skills" from the Al-Aman Association - the Association for the Blind, 2020.
- Certificate of Participation from the Academic Development and Quality Assurance Center, University of Sana'a, for participating in the workshop on documentation and archiving to enhance self-assessment for academic accreditation.
- Participation in the Academic Description Workshop.
- Certificate of Participation from the Academic Development Center in the workshop on the self-assessment process for the college and centers according to the Higher Academic Accreditation and Quality Assurance Council Guide, 2021.

Professional Experience

Administrative Work at the University of Sana'a Since 1992

- Faculty Member
- Head of the Quality Unit at the Center for Human Rights and Public Opinion Measurement since 2021.
- Course Descriptor for several courses at the Center for Human Rights and Public Opinion Measurement.
- Member of the Course Description Committee at the Center for Human Rights.
- Deputy Director of the University of Sana'a Center for Human Rights and Public Opinion Measurement.
- Cultural and Media Relations Officer at the University of Sana'a.
- Accountant at the Faculty of Languages, University of Sana'a.
- Treasurer at the Faculty of Languages, University of Sana'a.
- Financial Director for the Graduate Studies and Scientific Research Office at the University of Sana'a.
- Editor at Saba News Agency.
- Journalistic Representative for the News Magazine.
- Editor and Public Relations Officer at Morocco Cultural.
- Lecturer at the Faculty of Arts and Humanities, Casablanca.
- Lecturer at IHB Institute of Art and Media.
- Lecturer at the University of Sana'a.
- Lecturer at several private Yemeni universities.
- I have authored numerous scientific and political articles in various official newspapers.

Skills

- Ability to teach all media subjects as well as tourism and marketing.
- Organizational skills in the workplace.
- Adaptability to any job.
- Persuasion skills.
- Interpersonal skills.
- Ability to work in a team environment.
- Capability to organize conferences and forums, with the ability to influence and motivate the team.
- Ability to manage strong relationships with clients, vendors, and employees within the organization.
- Ability to conduct promotional and advertising campaigns.
- Ability to research relevant information before making timely decisions.
- Willingness to travel to client sites and off-site meetings.

Published Research

- The Impact of Video Games on Basic Education Students in the Republic of Yemen, Al-Nasser University Journal, Al-Nasser University, Yemen, No. 12, 2022.
- The Role of social media in Developing the Political Situation Among Media Students in Yemeni Universities, Media Studies Journal, Berlin, Germany, No. 23, May 2023.
- The Reality of Utilizing Artificial Intelligence Applications in Producing Media Content in Yemeni Media Institutions, Faculty of Arts and Media, Misrata University, Issue 17, 2024.