

CV

Ennas Ali Mohammd Alkedm

Email: ealkedm@kku.edu.sa

Nationality: Saudi Arabia

Gender: Female

Current work:

- Lecturer at King Khalid University, Media and Communication

college.

Qualifications:

- Doctoral degree in crisis communication in public relations 2019- 2025, United Kingdom, Strathclyde University in Glasgow.
- Master of Media and communication 2010 - 2015, King Saud University- Riyadh.
- Bachelor of Education field 2010 - 2005, King Khalid University – Abha.

Academic publications and participations:

- Reputation management of companies during crisis- *a case study of the Saudi Electricity Company*. Poster presented at Crisis Management Conference, March 2019, Florida USA.
- Al Kedm, E., Eckler, P., Higgins, M. Public relations via X: A critical study of crisis communication by Saudi government organisations during the Covid-19 pandemic. In G. Bosah, R. E. Hinson & E. Ade (Eds.), *Public relations and strategic communications management in emerging economies*. June 2024, Palgrave, UK.

Experiences and courses

Work experience:

- Working in academic field since 2016.
- Media, Public relations, risks management, and crises communication consultant, presenting workshops in PR for students, PR practitioners, and academic staff.

- Volunteering in Strathclyde Doctoral School Multidisciplinary Symposium 2018 - 2022.

Courses:

- BUILDING EFFECTIVE PROFESSIONAL NETWORKS AND RELATIONSHIPS CENTRAL QUEENSLAND UNIVERSITY.
- Strategic protocols in PR and organisational communication.
- CULTURAL APPROPRIATION VS CULTURAL APPRECIATION LIVITY.
- BUSINESS MANAGEMENT AND LEADERSHIP THE UNIVERSITY OF KENT.
- INFLUENCING AND COMMUNICATION SKILLS FOR MANAGERS THE UNIVERSITY OF LAW AND UNIVERSITY OF LAW BUSINESS SCHOOL
- COMMUNICATION AND INTERPERSONAL SKILLS AT WORK UNIVERSITY OF LEEDS AND INSTITUTE OF CODING.
- PR Academy Course, Introduction to Public Relations
- GROUPTHINK: UNDERSTANDING THE NEED FOR A DIVERSE WORKPLACE LIVITY
- CULTURES AND IDENTITIES IN EUROPE EUROPEAN UNIVERSITY INSTITUTE (EUI) AND GLOBAL GOVERNANCE PROGRAMME
- INTERNATIONAL HUMAN RESOURCES MANAGEMENT: AN INTRODUCTION COVENTRY UNIVERSITY
- INTERNATIONAL MARKETING: CULTURAL FACTORS COVENTRY UNIVERSITY
- Explain Hofstede's cultural dimensions Describe the relevance of Hofstede's cultural dimensions.
- DIGITAL SKILLS: DIGITAL MARKETING ACCENTURE
- DIGITAL SKILLS: DIGITAL SKILLS FOR WORK AND LIFE ACCENTURE
- EMERGENCY PLANNING AND PREPAREDNESS: AN INTRODUCTION COVENTRY UNIVERSITY
- DIGITAL SKILLS: SOCIAL MEDIA.
- EFFECTIVE COMMUNICATION SKILLS FOR PROFESSIONALS' UNIVERSITY OF SOUTHERN QUEENSLAND.
- HOW TO SUCCEED AT: INTERVIEWS THE UNIVERSITY OF SHEFFIELD
- LEARNING ONLINE: COMMUNICATING AND COLLABORATING UNIVERSITY OF LEEDS
- BUSINESS ETIQUETTE: MASTER COMMUNICATION AND SOFT SKILLS CENTRAL QUEENSLAND UNIVERSITY.

- PROFESSIONAL RESILIENCE: BUILDING SKILLS TO THRIVE AT WORK DEAKIN UNIVERSITY
- SCIENCE COMMUNICATION AND PUBLIC ENGAGEMENT EIT FOOD, UNIVERSITY OF TURIN, UNIVERSIDAD AUTÓNOMA DE MADRID AND EUROPEAN INSTITUTE OF INNOVATION AND TECHNOLOGY (EIT)

Language & Skills:

native Arabic speaker and proficient in English.

Understanding Cultural Media and Appropriation:

- delving into cultural media, examining debates around appropriation.
- crafting clear arguments to express my views on cultural appropriation.
- The ability to distinguish between appropriation and appreciation.
- Collaborating with others, I've shared and refined these beliefs.

Building Effective Relationships and Networks:

- Emphasizing what makes relationships work well and addressing the key parts of successful networking.
- Understanding the importance of building professional networks.

Communication and Interpersonal Skills in Management:

- assessing how vital communication is for managers.
 - breaking down the steps and elements of effective communication.
 - comparing the benefits of different communication methods and addressing the essential interpersonal skills.
 - exploring ways to influence others positively.
- reflecting on how communication aligns with goals.

Exploring European Identity and Cultural Heritage:

- engaging in discussions about what defines European identity and culture.
- looking into main approaches to cultural heritage and public history and how identity, memory, heritage, and culture are connected.

- discussing critical views on cultural industries.

Digital Marketing Know-How:

- understanding the basics of digital marketing and why digital marketing is crucial for business.
- I'm familiar with Digital Marketing types like display ads, pay-per-click, and email marketing.
- Addressing what to include in a digital marketing strategy and explaining how businesses use data to target customers.
- stressing the importance of integrating various digital marketing techniques.

Adapting to the Digital World:

- understanding what "digital" means.
- the digital changes affect our lives and work, I'm aware of the opportunities and challenges these changes bring.
- knowing what a growth mindset is and got ways to develop my own growth mindset.
- exploring how the mindset helps in learning new skills and thriving at work.

Managing Social Media:

- the ability to explain what social media is and understanding the concept of target audiences.
- The ability to use tips for effective messaging.

Enhancing Written Communication:

- Ability to address how structure, and style can boost the impact and credibility of writing.
- choosing the right structure based on the purpose of the text.
- Creating engaging and credible content.

Planning for Emergencies:

- understanding what emergency planning and preparedness involve.
- evaluating emergency plans, designing, and developing frameworks for emergency preparedness.

- creating comprehensive emergency plans.

Analysing and Addressing Groupthink:

- presenting what groupthink means and looking into events affected by groupthink.
- comparing groupthink to collective thinking and critiquing others' debating techniques and logic.
- exploring the symptoms of groupthink and applying strategies to reduce groupthink.

Preparing for Interviews and Achieving Success:

- I've improved my chances of landing jobs or university spots.
- using best practices to handle interviews effectively, whether for jobs, apprenticeships, placements, or university courses.
- understanding different interview formats, like phone, video, and unconventional ones.