

Youssef Ahmed Yakoub

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EDUCATION

- Ph.D. Indiana University of Pennsylvania** August 2021-Present
Media and Communication Studies (ABD)
Department of Communications Media. Indiana, PA
- M.A. Indiana University of Pennsylvania** August 2021
Employment and Labor Relations
Department of Human Resources and Employment Relations. Indiana, PA.
- B.S. Helwan University** May 2018
Electrical Power and Machine
Faculty of Engineering. Helwan, Egypt.
Minor: Computer Science

TEACHING APPOINTMENTS

❖ **Teaching Associate (TA) at the Department of Communications Media, Indiana University of Pennsylvania. Indiana, PA.**

- Spring 2024
- **COMM 101 – Introduction to Communications, Media, & Culture:**
Helps students to critically examine the roles, goals, and technologies of mass media as they affect American society socially, politically, culturally, and economically.
 - **COMM 143 – Media Wellness (Asynchronous):**
Helps students understand how media consumption affects wellness. Students analyzed and evaluated their media use and media effects (both positive and negative).
- Fall 2023
- **COMM 355 – Editing for Video and Film:**
Introduces students to the art of video and film post-production and editing techniques through utilizing editing software. Software used: Adobe After Effects, Adobe Premiere Pro, Adobe Audition.
 - **COMM 350 – Digital Storytelling:**
Introduces the process of documentary style storytelling through digital media, including podcasting and vlogging. Software used: Adobe Premiere Pro, Adobe Audition.

Spring 2023

- **COMM 348 – Animation:**

Introduces students to technology for interactive 3D and motion graphics. Students created interactive and motion graphics by utilizing 3D modeling techniques and interaction design principles. Software used: Autodesk Maya.

- **COMM 481 – Web Design (I created this course):**

Helps students create and design different websites in a variety of ways and broaden their production skills through working on different software. Software used: Adobe Illustrator, Adobe Lightroom, Adobe XD, HTML, CSS.

Fall 2022

- **COMM 207 – Online Media Production:**

Helps students examine the development and production of media for online applications such as video sharing and social media sites. Students created social media campaigns. Software used: Adobe photoshop, Adobe InDesign, Adobe Premiere Pro, Adobe Audition.

- **COMM 350 – Digital Storytelling:**

Introduces the process of documentary style storytelling through digital media, including podcasting and vlogging. Adobe Premiere Pro, Adobe Audition.

❖ **Graduate Teaching Assistant (GTA) at the Department of Critical Languages, Indiana University of Pennsylvania. Indiana, PA.**

Spring 2019

- **CRLG 101 – Arabic I:**

Introduces students to fundamental Arabic vocabulary and pronunciation through an interactive blend of songs, podcasts, movies, news, and digital media.

- **CRLG 151 – Arabic II:**

A continuation of the introductory semester, Arabic II introduces reading and writing components, alongside the integration of multimedia resources, such as watching movies and listening to podcasts.

❖ **Tutor (In-Person & Online).**

August 2023 –
Present

- **Academic Writing Tutor at Kathleen Jones White Writing Center, Indiana University of Pennsylvania, Indiana, PA.**

- Theses and dissertations feedback.
- Assignments feedback (e.g., argument, clarity, grammar, etc.)
- Job Application/Internship (Cover letter, Resume, Personal Statement, etc.)

August 2019 –
May 2021

- **Math Tutor at Skill Zone, Indiana University of Pennsylvania, Indian, PA.**
 - Math subjects for beginners, intermediate, and advanced students.
 - GRE tutor (Quantitative section).

March 2018 –
October 2018

- **English Tutor at iTutor Group**
 - Teaching English synchronously for beginners, intermediate, and advanced students.
 - Teaching technical English.

RESEARCH

PPAER PUBLICATIONS

Shaaban, R., Ghazy, R. M., Elsherif, F., Ali, N., Yakoub, Y., Aly, M. O., ... & Kamal, A. (2022). *COVID-19 Vaccine Acceptance among Social Media Users: A Content Analysis, Multi-Continent Study*. IJERPH, 19(9), 1-14.

ONGOING RESEARCH

Yakoub, Y., Harthi, M., Yacoub, M., Jabory, A (2024), *Opportunities and Challenges of Using AI in Media Writing*.

CONFERENCE PRESENTATIONS

Yakoub, Y., Yacoub, M. (2023). *Free Learning Day: Opportunities and Challenges*. Global Society of Online Literacy Educators. Virtual Presentation.

Yakoub, Youssef (2023). *Social Media Users' Perceptions of the Facebook Outage: A Case Study*. IUP Scholars Forum. Indiana, Pa.

Yakoub, Y., Yacoub, M. (2023). *Ancient Egyptian Rhetorics: Digital Awareness of Hypatia*. Conference on College Composition & Communication. Chicago, IL

Yakoub, Youssef. (2022). *Current Egyptian digital media regulations faced by engineering students when inventing technologies for media purposes*. Birmingham Centre for Media and Cultural Research conference, Virtual Presentation.

Yakoub, Y., Yacoub, M., Yacoub, O. (2021). *Cultivating the international voice in the US conferences*. Watson Conference, Virtual Presentation.

- Yakoub, Youssef. (2021). *Ice breakers in synchronous online classes*. Southern Regional Composition Conference, Virtual Presentation.
- Yakoub, Y., Yacoub, M., Yacoub, O. (2021). *Students' multitasking practices during zoom classes*. The University of California UC Writing Programs Conference, Virtual Presentation.
- Yakoub, Youssef. (2020). *Application of game-based learning and gamification techniques in engineering*. IUP Scholars Forum, Indiana, PA.
- Yakoub, Youssef. (2020). *The effect of using artificial intelligence on reducing the cost of recruitment process and expediting it in the field of Human Resources Management*. IUP Scholars Forum, Indiana, PA.
- Yakoub, Y., & Shaaban, R. (2020). *Perception towards using e-learning with STEM students whose programs require attending practical sections in laboratories during Covid-19*. International Conference on E-Learning and Distance Learning, New York, USA.
- Yakoub, Youssef. (2019). *Engineering field and qualitative research*. The Qualitative Report Conference. Miami, FL.
- Yakoub, Youssef. (2019). *Retention of international employees and the role of English as a second language*. TESOL Convention, Atlanta, GA

PROFESSIONAL EXPERIENCE

❖ Digital Content Coordinator for WIUP radio station, Indiana University of Pennsylvania, Indiana, PA.

December 2023
– Present

- Designing and developing a responsive and user-friendly website.
- Implementing dynamic features in the website such as live streaming.
- Updating the content regularly.

❖ Web Maintainer for the Department of Communications Media, Indiana University of Pennsylvania, Indiana, PA.

August 2021 –
Present

- Updating the departmental content on the university's website.
- Training master's students on how to become a web maintainer for the Department.

❖ **Live Sport Broadcaster for Indiana University of Pennsylvania, Indiana, PA.**

- December 2022
– May 2023
- Streaming all home games for IUP Crimson Hawks, such as basketball, lacrosse, soccer, etc.
 - Using production trunk software to direct these live streams
 - Operating the camera while another director is assigned.

❖ **Digital Media Coordinator for educational organizations and start-up companies**

- August 2021 –
December 2023
- Leone Electrical Contractors LLC, Pittsburgh, PA.
 - Managing social media accounts.
 - Launching social media campaigns.
 - Designing and developing websites.

❖ **Video Editor/Content Creator for Cincinnati Children's Hospital Medical Center, Cincinnati, Oh.**

- May 2021 –
August 2021
- Collaborating with medical professionals to produce promotional videos.
 - Working with the communications media team to develop and implement interactive learning videos for resident physicians.

❖ **Social Media Manager for the department of Human Resources and Employment Relations (HRER), Indiana University of Pennsylvania. Indiana, PA.**

- August 2019 –
May 2021
- Managing the Department's social media accounts.
 - Updating the Department website's content.
 - Working on recruiting campaigns.

❖ **Event planner and recruiter for the Department of Critical Languages, Indiana University of Pennsylvania. Indiana, PA.**

- December 2018 –
June 2019
- Holding on-campus events to introduce the department to IUP students.
 - Designing brochure for classes.
 - Managing social media accounts.

❖ **Electrical Design Engineer at Faroes Petroleum Company for nature oil (FPC). Port Said, Egypt:**

- April 2016 –
August 2017
- Use CAD software to design wiring diagrams and system layouts.
 - Update current control panel layouts.
 - Designing electrical diagrams for equipment connection.

SCHOLARSHIPS AND GRANTS

- School of Graduate Studies and Research, Travel Fund, IUP (**\$500**) (Spring, 2023).
- Graduate Scholarship Award at the Department of Communications Media, IUP (**\$27,348**) (2021-2022 academic year)
- Graduate Assistantship Award at the Department of Human Resources and Employment Relations, IUP (**\$6,000**) (Spring, 2020 & Fall, 2020).
- School of Graduate Studies and Research, Travel Fund, IUP (**\$750**) (Fall, 2020).
- Graduate Assistantship Award at the Department of Critical Languages, IUP (**\$9,000**) (Spring, 2019).
- Graduate Assistantship Award at the Department of Human Resources and Employment Relation, IUP (**\$4,000**) (Fall, 2018).
- School of Graduate Studies and Research, Travel Fund, IUP (**\$750**) (Fall, 2018).

WORKSHOPS

- ❖ **Production Workshops at the Communications Media Department, Indiana University of Pennsylvania, Indiana, PA.**
 - **Fall 2022:** Video Editing: Adobe Premiere Workshops
 - **Spring 203:** Advanced Video Editing: Adobe After Effects Workshops
 - **Fall 2023:** Game Development, VR Game Production, VR Video Production Workshops
- ❖ **Academic Writing Workshops at Kathleen Jones White Writing Center, Indiana University of Pennsylvania, Indiana, PA.**
 - **Fall 2023:**
 - APA
 - MLA
 - Cover Letter
 - Resume
 - Digital Writing
 - Introduction to the Writing Center and Writing your Way into College

PROFESIONAL SERVICE

Web Developer for the Radio Station (WIUP) at Indiana University of Pennsylvania (August 2023 – Present)

- Building and updating the radio station's website. The radio station website is not part of the school's website.

Webmaster for the Communications Media Department at Indiana University of Pennsylvania (IUP) (September 2021– Present)

- Updating the Department's website after the university transferred its CMS to the Cascade system.

Writing center Tutor, Indiana University of Pennsylvania (August 2020 – August 2023)

- Designing infographic flyers and brochures for online workshops.
- Designing infographic syllabus for composition 1 class for IUP undergraduates.

Tutor at Skill Zone at IUP (August 2019 – May 2021)

- Teaching English for beginners, intermediate, and advanced students.
- Teaching math and GRE (Quantitative section).

Online Workshop Designer/ Editor for Instructional Technology and Learning Sciences, Utah State University (July 2020 – May 2021)

- Working on an asynchronous class project using some software such as Adobe Photoshop, Adobe Premiere, and Unity3D.

Online workshop developer and Video Production Editor for the English Department, Florida International University, Miami, Florida (August 2019 – May 2021)

- Designing an infographic syllabus for ENG 101 class at Florida International University.

Video Editor at Cincinnati Children's Medical Center (May 2021 – August 2021)

- Working with the communications media team to develop and implement interactive learning videos for resident physicians.

Secretary of Society of Human Resources Management (SHRM) at Human Resources and Employment Relations at Indiana University of Pennsylvania (IUP) (August 2019 – January 2020)

- Working as the secretary of Society of Human Resources Management (SHRM) at IUP. The main objective of SHRM is to provide the essential resources for HR students and professionals to make sure that HR plays an effective and important role in the organizational strategies.

Recruiting planner for HRER and Critical language at IUP (January 2019 – January 2020)

- Holding on-campus events to introduce both Departments (HRER & Critical Languages) to all students. Also, designing infographic brochures and flyers for some Classes

COMMUNITY SERVICE

Serving the Incarcerated Population at the Department of Corrections at SCI-Houtzdale and SCI-Quehanna Boot Camp, Houtzdale, PA. & Karthaus, PA. (May 2020 – Present)

- Facilitating interactive classroom sessions and one-on-one tutoring to support incarcerated learners in their educational journey.
- Designing curriculum for several courses.

President of Egyptian Student Association (ESA) at Indiana University of Pennsylvania (IUP) (August 2020 – Present)

- Holding cultural events about Egypt and participate in the international events at Indiana University of Pennsylvania.

Member of Resala charity, Cairo, Egypt. (December 2016 – May 2018)

- Helping several communities by providing food, clothes, and blankets.
- Helping children in several communities by providing educational classes.

English tutor at Arin Intermediate, Indiana, Pennsylvania (January 2019 – May 2019)

- Teaching English as a second language for beginners, intermediate, and advanced students.

TECHNICAL SKILLS

