



Curriculum Vitae (CV)

Samah Abdel-Razek Ghallab	
Academic degree	Assistant Lecturer
General specialization	Media
Specific Specialization	Media Planning
Current Position	Assistant Lecturer at the Social and Cultural Planning Center – Institute of National Planning
Career progression	Assistant Lecturer since May 2021 to the present
Academic qualifications	Master's Degree in Media, Department of Public Relations and Advertising, with an "Excellent" grade. Bachelor's Degree in Media, Department of Public Relations and Advertising, with a "Very Good" grade.
Key areas of previous experience	• Director of the Office of the President of the National Institute of Planning, from June 2021 to January 2024. • Member of the Organizing Committee of the National Institute of Planning's International Conference, "Labor Market and Sustainable Development", September 2026. • Member of the Organizing Committee of the National Institute of Planning's International Conference, "Digital Economy and Sustainable Development", April 2021. • Member of the Organizing Committee of the National Institute of Planning's International Conference, "Energy and Sustainable Development", November 2020. • Member of the Organizing Committee of the National Institute of



	Planning's International Conference, "Promoting Sustainable Agriculture", April 2019. • Member of the Organizing Committee of the National Institute of Planning's International Conference, "Manufacturing and Sustainable Development", May 2018. • Participated in organizing the regional conference, "Education in the Arab World in the Third Millennium", in cooperation with the Arab Planning Institute in Kuwait, February 2019. • Participated in organizing the training program between the National Institute of Planning and the United Nations Economic Commission for Africa (UNECA), August 2019. • Participated in organizing a workshop on "Implementing the Sustainable Development Goals in the Arab World", in cooperation with the Arab Planning Institute in Kuwait and with the participation of the World Bank, July 2019. • Participated in organizing the public forum on "The Role of Academia, the Private Sector, and Think Tanks in the Governance Process", organized by the National Institute of Planning in collaboration with the African Peer Review Mechanism (APRM), April 2019. • Participated in organizing the High-Level Forum on Achieving the Sustainable Development Goals, organized by the United Nations Economic Commission for Africa (UNECA) in collaboration with the National Institute of Planning, July 2018
Areas of interest	Media Campaign Planning – Digital Marketing – Integrated Marketing Communications – Social Marketing – Strategic Planning – Crisis Management – Public Opinion Research
Professional experience	• Member of the Institute's Quality Assurance and Accreditation Unit since March 2024 to the present. • Member of the task force responsible for reviewing and updating the



	National Institute of Planning's website since December 2024 to the present.
Key Research Studies	• Research Assistant on a collaborative research project entitled "The Future of Unmanned Aerial Vehicle (UAV) – Drone – Industry and Applications to Support Development and National Security Globally and Locally", Planning and Development Issues Series, Institute of National Planning, 2025/2026. • Research Assistant on a collaborative research project entitled "Human Capital Development and the Education, Health, and Population Nexus in Light of Artificial Intelligence Applications," Planning and Development Issues Series, Institute of National Planning, 2025/2026. • Research Assistant on a collaborative research project entitled "Toward a National Policy to Enhance Research, Development, and Innovation Capabilities in the Egyptian Industrial Sector," Planning and Development Issues Series, Institute of National Planning, 2024/2025. • Research Assistant on a collaborative research project entitled "Climate Change and the Egyptian Agricultural Sector: A Quantitative and Qualitative Analysis of Impacts, Policies, and Adaptation Mechanisms," Planning and Development Issues Series, Institute of National Planning, 2024/2025. • Member of the Egypt Development Status Report 2022 Team. • Member of the Supporting Team to the Steering Committee of the Local Manufacturing Deepening Project, 2021–2022. • Member of the Team for the Preparation of the Strategic Plan of the Institute of National Planning, 2021–2025.
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