

Youssef Makram Basta

Public Relations Specialist – Assiut University

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Personal Profile

Experienced Public Relations Specialist with a strong background in media, administration, digital services, and quality management across multiple departments at Assiut University. Known for excellent communication skills, adaptability, and a continuous commitment to professional development in educational and career services.

Education

- Professional Master of Business Administration (MBA) (Ongoing)
Faculty of Commerce – Assiut University
October 2023 – Present
- Postgraduate Diploma in Educational Psychology
Faculty of Education – Assiut University
- Bachelor's Degree in Media
Faculty of Mass Communication – Cairo University

Work Experience

- Admin – University Career Center (UCCD)
Assiut University
2023 – Present
- Public Services Center for Scientific Theses and Research
Public Administration – Assiut University
2022 – 2023
- Electronic Courses Unit
Faculty of Education – Assiut University
2021 – 2022
- Quality Management and Technology Unit
Faculty of Education – Assiut University
2020 – 2021
- Measurement and Evaluation Unit
Faculty of Education – Assiut University (2019 – 2020)

- Account Management and Electronic Payment Unit
Faculty of Education – Assiut University (2017 – 2019)
- Quality Management Department
Faculty of Education – Assiut University (2015 – 2017)
- Complaints, Suggestions, Crises, and Disasters Unit (under Quality Department)
Faculty of Education – Assiut University (2010 – 2015)
- Employee Welfare Management
Public Administration – Assiut University (2010)
- Central Digital Library
Public Administration – Assiut University (2010)
- College of Engineering Libraries
Faculty of Engineering – Assiut University (2008 – 2010)
- Central Graduate Library
Public Administration – Assiut University (2004 – 2008)

Professional Certifications & Training

2025

1. Fundamentals of Digital Transformation
5 Mandatory Modules + 2 Electives : (Web Search – Mobile APP)

2023

1. Event Management Program
The American University in Cairo – School of Continuing Education
December 3, 2023 – December 7, 2023 | 30 Contact Hours
Focus: Event planning, organization, and management
2. The art of protocols and ceremonies
Assiut University OCT 29, 2023 – OCT 31, 2023
Focus: Professional growth, leadership skills, and institutional performance

2022

1. Quality and Excellence Management Participation
Participation in training activities for improving administrative performance and excellence culture. November 22, 2022

2. Administrative Training Program – ISO 9001:2015 Awareness
Assiut University – Quality and Excellence Management Unit
October 9 – October 17, 2022
Awareness program on ISO 9001:2015 standards within the
Administrative Development framework.

3. E-Learning Challenges Symposium
Measurement & Evaluation Center – Assiut University |
December 1, 2022

4. Digital Transformation in Libraries Workshop
General Services Center – Assiut University | August 24, 2022

2019

1. Automated Correction Systems Training
Faculty of Education – Assiut University | October 21, 2019

2. Analytical Scorecards Workshop
Measurement & Evaluation Unit – Assiut University | April 20, 2019

2015

1. Television Production Training Program – Faculty of Mass
Communication
Focused on production techniques, media presentation, and field
applications.

2011

1. Small Project Management Training Program
Principles of entrepreneurship, planning, marketing, and financial
management for small projects. 29 \5 \2011

2. Television photography
Faculty of Mass Communication Cairo University 28\6\2011

3. Television editing
Faculty of Mass Communication Cairo University 28\6\2011

2012

Journalistic editing
Faculty of Mass Communication Cairo University 20 \ 12\2012

2010

1. Training of Trainers (TOT) Program
Assiut University | April–May 2010
Certified in instructional design and adult education principles

2. Human Development & Soft Skills Program
Hyper Soft – Assiut | November 28–29, 2010 | Grade: Very Good

3. English Language Course (Levels 1 & 2)
Assiut University | November 20–22, 2010 | Grade: Excellent
4. Internet and Network Basics Training
Assiut University | October 30 – November 1, 2010
5. Foundations of Successful Lecturing
Faculty of Medicine – Assiut University | September 25–27, 2010
6. "Come To Success" Motivational Program
Faculty of Medicine – Assiut University | October 2, 2010
7. "Renew Your Life" Self-Development Program
Faculty of Medicine – Assiut University | September 15, 2010
8. Art of Choosing a Life Partner
Utopia Academy – Assiut University

Skills

- **Languages**

1. Arabic: Native proficiency
2. English: Working proficiency (fluent in reading and writing, with experience in academic and professional contexts)

- **Office & Administrative Skills**

1. Advanced use of Microsoft Office Suite: Word, Excel, PowerPoint, Access
2. Strong organizational and administrative management skills
Experience in public relations, crisis management, and employee services

- **Information Technology & Digital Tools**

1. Proficient in hardware and software troubleshooting
2. Experienced with educational platforms and e-learning systems
3. Skilled in digital archiving systems and library management tools
4. Familiar with automated correction systems, analytical scorecards, and data evaluation tools
5. Expertise in event management and digital transformation

- **Soft & Interpersonal Skills**

1. Excellent communication and interpersonal skills

2. Strong leadership and training abilities (Certified in Training of Trainers – TOT)
 3. Effective time management and self-awareness
 4. Skilled in problem-solving, decision-making, and team collaboration
- **Professional Development**
 1. Certified in life skills training, career planning, and medical education communication
 2. Trained in institutional leadership, development, and event coordination
 3. Proactive learner with continuous engagement in personal and professional growth programs