

# MOHAMED YOUSIF SULIEMAN ELGABBANI

## IDENTIFICATION

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**Name:** Mohamed Yousif Sulieman Elgabbani

**Date & place of birth:** 20<sup>th</sup> September 1970. Omdurman

**Nationality:** Sudanese

**Gender:** Male

**Religion:** Muslim

**Social status:** Divorced

**Address:** Omdurman, Sudan, Elmulazmien Zone, House:125 #2/3

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## OBJECTIVES AND WORK OVERVIEWS

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1. To develop ideas, persuade and negotiate.
2. To think quickly and make decisions.
3. To work under pressure and meet deadlines.
4. Capacity to analyze, interpret and evaluate information
5. Plan and coordinate work with others.
6. Capacity to think creatively and problem solve.

### *General work frameworks:*

- Create future and strategic planning for the organization:

Defining goals and intermediate and short-term objectives, identifying opponents, carrying out a SWOT analysis, imagining and playing scenarios, identifying primary and secondary targets, identifying allies, deciding what resources are required (salaries, expenses, other), devising tactics and drawing up an action timetable.

- Seeking building awareness and a favorable image for a company or client within stories, facts and related articles found in relevant media outlets
- Closely monitoring numerous media channels for public comment about a company and its information and products
- Managing crises that threaten organization, company and product/information image
- Building goodwill among an organization's target audiences through community, philanthropic and special programs,

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successful stories and events

## EDUCATIONAL

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1976

*Comboni Primary School*

1983

*Ahlia Intermediate School*

1988

*Congress High Secondary School*

## QUALIFICATIONS

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2012	Sudan University for Science and Technology	Khartoum
	<ul style="list-style-type: none"><li>▪ PhD -Peace &amp; Conflict studies (Building Peace through Education in Sudan): Investigating English as a Foreign Language (EFL) within Applied Linguistics, Educational Settings and Curricula. Case study: English Language Program at Omdurman Ahlia University</li></ul>	
2005	University of Khartoum	Khartoum
	<ul style="list-style-type: none"><li>▪ Master of Arts - English Language Teaching</li></ul>	
2004	University of Khartoum	Khartoum
	<ul style="list-style-type: none"><li>▪ Qualifying Year (5th) - English Language Teaching</li></ul>	
2001	University of Khartoum	Khartoum
	<ul style="list-style-type: none"><li>▪ Post Graduate Diploma - English Language Teaching</li></ul>	
1998	Omdurman Ahlia University	Omdurman
	<ul style="list-style-type: none"><li>▪ Diploma - Business Administration</li></ul>	
1997	Omdurman Ahlia University	Omdurman
	<ul style="list-style-type: none"><li>▪ Bachelor of Arts - English Language &amp; Literature</li></ul>	
1992	Omdurman Ahlia University	Omdurman

- Diploma in Secretarial Studies & Public Relation

## TRAINING

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2002	British Council	Khartoum
	<i>Introduction to Methodology</i>	
2001	Ahfad University for Women	Omdurman
	<i>Teacher Development</i>	
2001	DCC	Omdurman
	<i>Advanced Communication Skills</i>	
1999	Ahfad University for Women	Omdurman
	<i>Research Methodology</i>	
2007 - 2008	PETRONAS	Khartoum
	<i>Inter-Varsity English Debate Competition (PAVED)</i>	
2007 – 2008 - 2009	Ahfad University for Women	Omdurman
	<i>English preessional courses</i>	
2008	Sudan University	Khartoum
	<i>Training Course on Disarmament, Demobilization &amp; Reintegration at Center for Studies &amp; Culture of Peace</i>	
2008	Sudan University	Khartoum
	<i>Training Course on Environmental Resources &amp; Conflict Resolution at Center for Studies &amp; Culture of Peace</i>	
2008	Sudan University	Khartoum

*Training Course on Concepts & Terminology of Peace Culture at Center for Studies & Culture of Peace*

2008 Sudan University for Science and Technology Khartoum

*Training Course on Research & Peace Studies at Center for Studies & Culture of Peace*

2008 Institute of Peace and Conflict Studies Dar as Slam, Tanzania

*International Training Course on Peacekeeping, Peace Building, Post conflict Reconstruction & Reconciliation Processes for Civilian Personnel in Eastern & Central Africa*

2008 Sudan Academy for Sciences Khartoum

*Research methodology*

2009 Ahfad University for Women Omdurman

*Gender & Organization*

## EXPERIENCE

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2009 – 2011 Integrated United Nation DDR Unit

*Public Information Analyst*

Khartoum- Sudan

- Penchant for developing ideas
- Flair in persuading and negotiating
- Ability to think quickly and make decisions
- Demonstrated ability to work under pressure and meet deadlines
- Capacity to analyze, interpret and evaluate information
- Keen sense of team work, planning and coordination
- Creativity in thinking and problem solving

*Workplace Vision:*

- Stepping up strategic planning: reviewing and defining goals, short and medium-term, identifying competitors and challenges, carrying out SWOT analyses, anticipating and assessing possible scenarios, identifying primary and secondary targets, identifying allies, assessing and ascertaining operational costs, devising tactics, action plans and timelines.
- Harnessing media outlets and opportunities to develop and

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promote a favorable image for organizations and clients.

- Monitoring media channels for public perception of organization and products
- Managing crisis and threats to the image and products of an organization or company
- Building goodwill among target audiences through community, philanthropic and special designed outreach activities

### **Actual Work Experience**

1. Write, compose and develop all Darfur DDR drama (10 full episodes)
2. Organize a fully public information and awareness support to DDR/CSAC Sensitization workshops and SALW workshops at Darfur States (Nayala, Elfasher and Elgeneina), Eastern State (Kassala, Port Sudan and Gadarif), Blue Nile and southern Kordofan. And also two DDR workshops with UNMIS-DDR with PI Unit.
3. Shot with video camera DDR successful stories in Kassala (12 stories) and at Blue Nile- Kurmuk (8 stories).
4. Work with SDDRC Public Information focal point for PI action plan for 2010- 2011 and 2011 – 2012. Support this action plan with All DDR radio and T.V programs in details.
5. Do PI translation for CPA areas for DDR cartoon booklet, Demobilization leaflet, reintegration leaflet, Community Security leaflet 1, community security leaflet 2, community security leaflet 3, SALW leaflet and more than 14 posters. And also do the translation of Community Security Administration at SDDRC.
6. Organize and fully PI support for CSAC sensitization workshop for Media and press at Darfur States (Nayala, Elfasher and Elgeneina)
7. Develop and initiate media relation starting by visiting and meeting the director of Sudan T.V, director of Sudan radio, manager of Peace radio, manager of FM100 radio, manager of Holy Quran radio and manger Nile Valley radio and raise with them their role towards DDR program after sensitize them and give some generic information about the program with some DDR literature and publication. They all agree for free broadcast for DDR drama and songs if the materials are already produced.
8. Develop more than eight dramatic dialogue for CPA areas and specially for Community security and small arms controls
9. Develop five written DDR successful stories
10. Develop all DDR sensitization messages and translate them and put them in one booklet
11. Develop a media and press booklet with 43 pages. It covers wide areas for DDR public information and sensitization methodologies, PI focused group discussions and the role of media and press towards DDR program.
12. Present PI presentations in most of above mentioned workshops and meetings.

13. Give technical and logistic support in design, content, preparation and follow up for PI requirements such as DDR exhibitions, photos collage, workshops publications, workshop backgrounds, pull up stands, special DDR drama and DDR songs.
14. Follow up PI dissemination plans for DDR publications such as leaflets, posters, calendars and banners to CPA areas & Darfur States.
15. Be present for PI coverage for launching Demobilization phase at Darfur, central sectors, reintegration phase at Blue Nile and South Kordofan.
16. Monitor, supervise and evaluate community outreach activity at East of Sudan (Kassala and Port Sudan with Ohashoon Organization and Elnasieem Organization)
17. Develop a dramatic guidance for organizations which work on outreach activities and also style of lectures in SDDRC presentations.
18. Develop a methodical and systematic mechanism to trace and record news in SDDRC.
19. Facilitate the development of media relations by paying visits on a regular basis to them in CPA areas and Darfur and update them with DDR news and publications.
20. Facilitate the development of interviewing more than 80 persons from DDR primary and secondary audiences and 20 DDR senior staff.
21. Initiate and develop a training workshop for SDDRC for In-House Training Workshop

*1999 - Up to Now Omdurman Ahlia University- English Language Department*

*Assistant Professor and Peace Education Researcher*

*Work Description:*

- Research Methodology
- Syllabus Design and Assessment
- English Cultural, festive and learning activities
- Building better English language skills
- Study and academic Skills for EFL
- Effective Communication Skills
- Making a convincing case
- ELT Profession
- Improving Speaking Habits
- The power of focus and self directed learning
- Positive and critical thinking in Language classrooms

*Jan. 1999–up to Nov. 2007      Dalia Biscuits Factory  
Omdurman*

*Communication and Information Manger*

- Direct supervision for communication and public information office.
- Planning the objective of public information and communication work so as to enhance factory reputation and all my staff are working as reputation protector to support the factory to achieve full potentials, providing the feedback from our esteem public.
- Managing up factory communication strategies to build and maintain strong relation with public because we are an organization of products of daily consumption.
- Generate positive publicity to the factory and go further beyond the selling objectives.
- Constructive and optimistic contribution to internal and external communication on an ongoing basis of our public information and communication strategies.
- Direct supervision and in charge of Continuous Communication Control Unit (**3CU**) at factory. It is a unit for communication follow up and constructive feedback.
- Building Product Awareness and sensitization – When introducing a new product or relaunching an existing product, marketers can use a PI element that generates consumer attention and awareness through media placements and special events.
- Providing Information – PI can be used to provide customers with more in depth information about products and services. Through articles, stories, collateral materials, newsletters and websites, PI delivers information to customers that can help them gain understanding of the product.
- Reinforcing the Brand – In many companies the public information function is also involved with brand reinforcement by maintaining positive relationships with key audiences, and thereby aiding in building a strong image. Today it is ever more important for companies and brands to build a good image. A strong image helps the company build its business and it can help the company in times of crises as well.
- Stimulating Demand – A positive article in a newspaper, on a TV news show or mentioned on the Internet, often results in a discernable increase in product sales.
- Identify well what are the advantages and disadvantages of public information and communication office, through authentic and factual experiments within both staff and clients.
- Recognize what are such interdisciplinary fields of customer care services, promotion, advertisement, marketing and public information and communication within food industry organizations.

## **PROFESSIONAL MEMBERSHIP**

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- SVP – Sudan Volunteer Program-London- Sudan since 1999, OAU
- DCC Member since 1997, Omdurman
- Peace and Environmental Awareness Association 2008
- TESOL Sudan member 2010

## **SPECIAL ASSIGNMENTS**

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### *Chair Person*

- Diplomatic Institute – Ministry of Foreign Affairs – Khartoum – Becoming an Effective Speaker. 2002.

### *Instructor*

- Big Ben Institute – Khartoum – Course Design and Implementation 2002.

### *Event Manager*

- The Carnival of Ashkar Food Industries 1999, launching new product (Royal Carnival) (Responsible for 5 000 visitors) planning and executing of the event at Elmogran Park.

### *Street Promotion Manger*

- Responsible for seven days for street party for product promotion and information.

## **WORK HISTORY**

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- English Language Department – lecturer and Peace Education Researcher – Since December 1999 – up to now. Omdurman Ahlia University, Faculty of Arts- English Department.
- Dandara Cultural Centre – Coordinator of the English language education Program December 1997. Current.
- Dalia Biscuits Factory. Communication and Information Manager –January 1999-2007.
- Dandanaw Trading and Investment Company 2005 – Present: Coordinator and Translator “Part Time”.
- Peace and Conflict Researcher – Sudan University for Science and Technology, Institute of Studies and Culture of Peace 2008 up to now.

## **IN FIELD WORK COMPETENCY, SKILLS, ABILITIES, DUTIES & PROFESSIONALS**

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- Net working and business etiquette
- Photography and documentation
- Public speaking
- Advance market research
- Interpersonal skills
- Business/ Economic competence



- Attention to details
- Research planning
- Event management
- Managerial skills (office management, planning, organizing, executive skills and Predictive Management)
- Promotion and advertising
- Public relation management
- Communication and presentation skills
- Translation ( English – Arabic )
- Peace studies and conflict resolution
- Syllabus design and need analysis ( E.L.T )
- Classroom management
- Team , pair and group work activities ( Team Building Skills)
- Problem solving skills
- Self-directed learning and mastering powerful learning
- Advanced communication skills
- Capacity building of company's reputations
- Personnel management
- Anger management
- Conflict management skills
- Coaching behavior and skills
- Industrial psychology
- Proactive strategies for public information

### **COUNTRIES VISITED IN THE WORLD**

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Egypt, Jordan, Emirates, Saudi Arabia, China, Tanzania, Zanzibar and Syria.

### **DO IT MYSELF**

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Home carpentry and electrics, decorating, painting and plumbing.

### **PEN PORTRAIT**

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I am six feet, 40 year old, with black hair & black eyes. I have good eye sight & hearing, I am 14 1/2 stones in weight and in my latest physical health check (December 2011) was given an excellent health status. I am a hard worker, friendly and dedicated. My personal beliefs are that it is every person's first right to grow, develop, trying to create positive attitude towards her/his life & to hitch his wagon to star. I am of the opinion that success is never final and failure is never fatal and it is very too old to learn, give, share & receive experience. I have learnt that "...success takes time, persistence, determination & most importantly, believing in myself".

### **INTERESTS**

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- Public Information sensitization outreach campaigns.
- Gender perspective, peace studies & environmental awareness.
- Creative thinking
- Internet Online Training & professional DVC
- Market Research

## **SPECIAL OUTDOOR ASSIGNMENTS**

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- Representing my company seven times in Khartoum International fair & in many others occasions.
- Design a promotional campaign for DREAM Instant powder drink.
- Survey with six teams most food shops & supermarkets in Khartoum State (2 8 00).
- Create a data base for client needs, inquires & comments.
- Supervise direct, hot & alive interviews with clients.
- Event manager for all social, organizational & formal meetings with staff and clients.
- Traveled for more than eleven large cities in Sudan (AD DAMAZIN, ROSERIES, KASSALA, AL GADARIF, PORT SUDAN, SAWAKIN, HAYYA, JABIET, AD DAMAR, ATBARAH, KURAYMAH, WADI HALFA, KUSTI, KENANA, RABAK, AD DUWAYM, WAD MADANI, AL GIRBA, and ELFASHER AND NEW HALFA) for marketing coverage, public information and communication and training the staff.
- Traveled outside Sudan to prepare a full planning for developing successful promotional and information campaigns.

## **ACADEMIC ASSIGNMENTS**

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- English Language festival occasion under the slogan of: Creating Positive Attitudes towards English Teaching at university 2005 at OAU.
- English Language festival occasion under the slogan of: Bridging the Gab between Practice & Theory in Teaching English at university 2006 at OAU.
- English Language festival occasion under the slogan of: Spread Peace Education in English Language Classroom at university 2007 OAU.
- Building realistic Peace through English language classroom research & activities through programs: Debating skills, Feel what you say, Self-directed learning, General learner outcomes & Learning domains (cognitive, affective and psychomotor) 2007.
- Construct SCTP Sudan Conflict Tracking Project 2008.
- Writing weekly English essays about building peace and conflict transformation in Sudan 2009.
- Building Gender perspective through education at university level 2009.
- Applying Gender audit study into the administrative system of Omdurman Ahlia University 2009.

## **HOBBIES**

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- Gardening
- Cooking
- Tropical fish caring

## **VOLUNTARY WORK**

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Adult learning at Dandara Cultural Center since 1996, Free debating skills at university since 2006, free micro teaching training since 2004 - current, free oral presentation skills for university student since 2003 – current & Sudan Volunteer Program since 1999.

## COMPUTER SKILLS

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Typing, mousing, scrolling, copy & pasting text, knowing where to get help for problem, word processing, internet & world web site skills.

## REFERENCES

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- **Karar M. B. Alabadi.** PhD. Vice Chancellor of Omdurman Ahlia University.  
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- **Abuelgassim Gor.** Associate Professor of Peace Culture & Theatre Criticism  
Peace Culture Center PCC & College of Music & Drama  
Sudan University of Science & Technology SUST  
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- **Eng. Mohamed A. Rahman Abass.** General Manger of Ashkar Food Industries and  
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