

Dr. Moe Madouh

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Career Achievements: <https://tinyurl.com/wwk69d35>

Profile

Former Olympic athlete and Ph.D. graduate with a focus on the dark web ecology, bringing over a decade of international experience in public relations, strategic communication, and data analysis. Successfully translated complex research into compelling narratives, which enhanced audience understanding and engagement. Proficient in quantitative analysis, Python web scrapping, and community outreach. Dedicated to promoting equity through impactful storytelling and bridging gaps between research and real-world applications.

Experience

01/2022 – present
Phoenix, AZ

Research Assistant Arizona State University

- Collected and curated dark-web datasets, such as Dread forum threads, using Python pipelines, which produced a clean and analyzable corpus for faculty projects, enhancing research quality.
- Designed research methodologies for hidden networks by integrating netnography with computational text analysis, which improved the validity and reproducibility of findings, ensuring that results are reliable and trustworthy.
- Built survey instruments and coding schemes informed by exploratory topic modeling techniques like BERTopic, UMAP, and HDBSCAN, streamlining data collection and improving the quality of labels used in analysis.
- Prepared comprehensive reports, conference decks, and manuscripts using visual analytics tools, including frequency plots, word clouds, and topic summaries, which advanced submissions to journals and academic conferences, increasing the visibility and impact of the research.

01/2022 – present
Phoenix, AZ

Faculty Associate Arizona State University

- Taught undergraduate and graduate courses, delivering engaging lectures and adapting teaching methods to cater to diverse learning styles, which improved student engagement and comprehension.
- Mentored students through personalized advising, constructive feedback, and project supervision, helping to support their academic growth and professional development.
- Collaborated with faculty and administrators on curriculum development and departmental initiatives, enhancing program quality and ensuring alignment with institutional goals.
- Designed and graded coursework to effectively assess student performance, aligning evaluations with program objectives to ensure fair grading and measurable learning outcomes.

01/2023 – present
Scottsdale, AZ

Product Specialist Ultra Healthy Human

- Developed clinical positioning for supplements focused on inflammation, detoxification, and hormone balance, which enhanced credibility and encouraged practitioner adoption.
- Integrated evidence-based research into product formulations by conducting thorough literature reviews and collaborating with advisors, helping to create supplements that align with the latest precision health and longevity trends.
- Translated complex biochemical concepts into clear, engaging content using plain language and multimedia formats, which improved patient education and boosted practitioner confidence in our products.
- Conducted thorough market research, including competitor benchmarking and trend analysis, which informed data-driven adjustments to our product strategy.
- Collaborated with cross-functional teams in research and development, marketing, and clinical practice, ensuring that our products maintained scientific accuracy and clinical relevance.
- Presented product positioning strategies through engaging, data-driven presentations,

Experience

which secured stakeholder buy-in and significantly increased product adoption.

05/2025 – 09/2025
Phoenix, AZ

Program Coordinator of The Study of U.S Institutes for Scholars Arizona State University

- Coordinated large-scale academic and cultural programs for international scholars by managing logistics, budgets, and communications, ensuring smooth execution and high participant satisfaction.
- Built cross-cultural engagement initiatives connecting scholars, ASU faculty, and U.S. communities, fostering collaboration and cultural exchange.
- Managed program operations including vendor relations and federal reporting, maintaining compliance with grant requirements and achieving measurable outcomes.

01/2015 – 11/2016
Dubai, UAE

Senior Account Manager Golin MENA PR Agency

- Directed media campaigns for technology and corporate clients by managing messaging and outreach, boosting visibility and audience engagement.
- Developed PR strategies aligned with client missions and UAE media regulations, ensuring brand consistency and regulatory compliance.
- Built and maintained media relationships to secure coverage, strengthening public presence and client reputation.

08/2011 – 07/2019
Kuwait, Kuwait City

Senior Account Manager Kuwait Civil Aviation

- Directed strategic communications and stakeholder engagement to support corporate initiatives, ensuring alignment with international aviation standards.
- Authored bilingual press releases and communication reports to advance development and CSR programs, strengthening organizational reputation.
- Coordinated media events and managed documentation (audit trails, authentication, translation) to promote objectives and maintain compliance.

Education

05/2025
Tempe, Arizona

Mass Communication and Journalism | Ph.D. Arizona State University

Abu Dhabi, UAE

Strategic Communications | Master of Arts Zayed University

Tempe, Arizona

Communications | Bachelor of Arts Arizona State University

Certificates

03/2023

CIRTL Network MOOC Wisconsin Center for Education Research Advancing Learning Through Evidence-Based Teaching

Skills

Python	Compliance	Quantitative Analysis	Qualitative Analysis
Topic Modeling (Bertopic /LDA)	Data Crawling & Mining	Culture Competency	Strategic Communication
Stakeholder engagement	Community Outreach	Big Data Analysis	Research Methodologies