

Dr. Moe Madouh

Address: 8679 E Via Del Palacio, Scottsdale, AZ 85258

Phone: (480) 616-5486

Email: mmadwa@asu.edu

Executive Summary

Former Olympic athlete, published researcher, and Ph.D. graduate in Journalism and Mass Communication (2025) with over a decade of international experience in public relations, strategic communication, and higher education. Adept at translating complex research and scientific concepts into compelling, audience-specific narratives. Experienced in health communication and functional medicine, with a focus on evidence-based wellness and chronic disease prevention. Committed to equity, impactful storytelling, and bridging the gap between scholarship, science, and community engagement.

Core Competencies

Community engagement:

Culture Competency
Student Outreach
Community Relations
Diversity and Inclusivity
Active Learning Teaching

Excellence:

Research and Data Collection
Web Crawling & Data Mining
Python
Machine Learning Topic Modeling
Dark Web Research

Value-Added Leadership:

Quantitative & Qualitative Research
Arabic and English proficiency
Semiotics
Digital Biolinguistics
Digital Media Ecology

Career Progression

Ultra Healthy Human – Scottsdale, Arizona Product Specialist

2023 – Current

- Develop clinical positioning of functional medicine supplements targeting root cause physiology such as inflammation, detoxification, and hormone balance
- Integrate evidence-based research into product formulation to align with emerging trends in precision health longevity and chronic disease prevention
- Translate clinical and biochemical concepts into accessible languages to a wide range of audiences.

Directorate General of Civil Aviation of Kuwait International Airport – Kuwait City, Kuwait Senior Account Manager- Research and Development, Department of Air Transport Management

2011 - 2019

- Oversaw strategic communications
- Authored monthly communication reports to support development and CSR initiatives.
- Drafted bilingual press releases, managed stakeholder engagement, and led compliance efforts with international communication standards.
- Leveraging public relations expertise to facilitate stakeholder management.
- Expediting press releases and media events to support planned corporate programs.
- Audit trailing, authentication of documents, and translation in both Arabic and English.

Golin MENA PR Agency – Dubai, UAE Senior Account Manager

2016 - 2017

- Directed media campaigns for clients in tech and corporate sectors.
- Created PR strategies aligning with client mission statements and UAE media regulations.
- Maintained active engagement with media outlets, securing strong public visibility and brand presence.

Professional and Olympic level Swimming Kuwait National Swimming Team:

2002-2020

- 2007 - 2019: Team captain of Kuwait national swimming team.
- 2016 Rio Summer Olympic Games qualification.
- Guiding Kuwait national swim team to numerous international victories.
- 2013 - 2014: UAE swimmer of the year
- 2008: Competed in the 2008 Beijing Summer Olympic Games.
- 2007: Asian record holder for the 50m Freestyle.
- 2007: Arabian swimmer of the year.
- 2004 - to date: Kuwait and Arabian Gulf record holder in the 50m freestyle.
- Motivation speaker with an emphasis on health, sportsmanship, and integrity.
- Former Arab and Asian gold and silver medalist.

Education, credentials & Academic Performance

Ph.D., Journalism and Mass Communication: Arizona State University

- GPA 3.82
- Dissertation: *The Dark Web Ecology: A Netnographic Study on Dark Web Forums*
- Research Associate 3-year experience
- Teaching Faculty 3-year experience
- Study of U.S Institutes for Scholars Program Coordinator

Teaching experience

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| - TA: Fundamentals of Coding (MCO 102) | 2023 - 2024 |
| - TA: Digital Media Literacy 1 (MCO 425) | 2023 - 2024 |
| - TA: Media Law (MCO 503) | 2024 |
| - Instructor: Diversity and Civility at Cronkite (JMC 115) | 2023 – 2025 |

Conferences

- Society for Personality and Social Psychology (SPSP), New Orleans, LA – 2020. *Narratives of Fear, Panic, and Sensationalism in COVID-19.*
- International Communication Association (ICA), Paris, France – 2022. *The End(chan): Apocalyptic Narratives of Good and Evil in the Semi-Dark Web* -Top Poster Award.
- Association for Education in Journalism and Mass Communication (AEJMC), Detroit, MI – 2022. *Chatting with #Ana and #Mia: Instagram Community & Eating Disorders.*
- International Communication Association (ICA), Toronto, Canada – 2023. *Social Justice Icon or Unfair Participation? A Thematic Analysis of Media Framing of Lia Thomas' National Championship*
- AEJMC, Washington, D.C. – 2024. *University Inspiration, Fairness, Cheating, and Transphobia: An Analysis of Tweets About Lia Thomas' NCAA Swimming Championship.*
- International Congress of Behavioral Medicine (ICBM), 2025. *Exploring the Potential of Social Media to Deliver a Dietary Intervention Among U.S. Hispanics at Risk for Type 2 Diabetes.*
- D.C. Health Communication Conference (DCHC), Washington, D.C. – 2025. *Social Media Messaging for Preventing Type 2 Diabetes Among the Hispanic Community in the U.S.*

Grants

- GPSA 2023 Independent Athletics Research Grant Fund (\$1,500) – Internal grant fund for research. Arizona State University
- GPSA 2025 Focus on Your Dissertation Research Grant Fund (\$15,000) – Internal grant fund for research. Arizona State University

Publication

- Madouh, M., & Kwon, K. H. (2023). Evolving in the Shadows: A Media Ecology Study of Dark Web Social Networks. *Journal of Communication Inquiry*, 0(0). <https://doi.org/10.1177/01968599231210776>
- Johnson, R. G., Al-khateeb, S., Cupido, K., Madouh, M., & Romney, M. (2025). Cheating or Fair Competition? A Structuration Analysis of Social Media Responses to Lia Thomas' NCAA Swimming Championship. *Communication & Sport*, 0(0). <https://doi.org/10.1177/21674795251330304>

Other Participations

- Media, Information, Data & Society Lab
- Arizona Youth and Identity Research Project
- Member of Honor Society

Certification

- Center For Integration of Research, Teaching, & Learning (CIRTL): Advanced teaching certification through STEM