

# GHADA HAMDY

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## SUMMARY

Energetic and ambitious Business Administration graduate with proven entrepreneurial experience as the founder of a successful beauty brand, launched and managed while completing university studies. Skilled in business planning, marketing, and customer relationship management, with a strong passion for innovation and delivering high-quality products. Demonstrates a proactive mindset, adaptability, and the ability to balance multiple responsibilities effectively.

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## WORK EXPERIENCE

### Co-founder , Kaisce

Feb 2022 - Present

- Developed and executed business strategies covering product design, branding, pricing, and sales.
- Led marketing campaigns across social media platforms, increasing brand awareness and generating consistent customer engagement.
- Managed supplier relationships, inventory control, and quality assurance to ensure timely product delivery.

### Photographer , Musk

Aug 2025 - present

- Developed creative mood boards to establish and align visual direction with the company's brand identity.
  - Produced photo and video content that directly supported marketing campaigns and contributed to increased sales.
  - Delivered high-quality content under tight deadlines, demonstrating strong adaptability and efficiency in fast-paced environments.
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## EDUCATION

Oct 2021 - Jun 2025

### Bachelor of Business Administration

University of Arab academy for science, technology and maritime transport AAST

- Specialization in Marketing.
  - Grade : Excellent with Honors "3.8"
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## SKILLS

- Business Strategy & Planning
- Branding & Product Development Digital Marketing (Social Media and Content Creation)
- Customer Relationship Management (CRM)
- Market Research & Competitive Analysis Sales & Negotiation
- Skills Team Leadership & Collaboration
- Skill in Editing Adobe Photoshop,Lightroom and Premiere Pro