

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.

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.

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"

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