

GHADA KHALID

3 Meadow Field Court, Simpsonville , SC 29681
(864) 401-4287 • ghada_a_khalid@yahoo.com

COMMUNICATIONS PROFESSIONAL

Summary of Qualifications

- Public Relation Expert possessing excellent management, leadership, and event planning
- An Entrepreneur and dedicated small business owner with expertise in small business management.
- Professional manager who works well independently and in a team environment.
- Broad knowledge and experience in managing start-up, customer service, communications and social media.
- International background Work Managed one of the most successful joint ventures NUMMI (General Motors and Toyota) public relations including business and private plant tours.
- Excellent analytical skills and able to work effectively in fast-paced environments to meet tight deadlines.
- Masters and Bachelor degrees in Broadcast Journalism.
- Published one novel and 2 more under editing and printing (in Arabic language)
https://www.youtube.com/watch?v=o7AT1_djQTY&t=5s

Professional Experience

Kandaka Care Greenville, SC

2020–Present

Owner and General Manager

- Own all fiscal and operational responsibility to ensure continued growth.
- Customer service duties including follow-ups with customers and events planning.
- Well-versed in time management, customer service, marketing, and communications.
- Design and implement Marketing and Sale strategies and implementation.
- Identify human resources needs, screen, interview and hire talents.

Walmart Super Center, Greenville, SC

2018–2019

Customer Service Manager

- Reviewing reports to establish baseline customer satisfaction levels.
- Contacting customers who have complained and work with them to resolve their issues.
- Promoting a positive work environment for employees and leading by example.
- Managing staffing levels for the customer service counter and other key areas.
- Ensuring associates are adequately trained and up to date on current procedures.
- Overseeing cashiers, filling and switching up cash registers, scheduling cashiers' breaks, assigning associates to a cashier role when the store is too busy, etc.
- Various other front-end operations.

ZAIN Telecommunication International, Khartoum, Sudan

2012–2015

Communication Manager

- Successfully promoted Zain Sudan Public Relations through identify innovative ways of enhancing Corporate image internally and externally <https://www.youtube.com/watch?v=AIUvvWX1A8g>
- Board member of the Al-Tayeb Salih International Award for Creativite writing
<https://www.youtube.com/watch?v=krQDI5mxvSQ>
- Developed and executed Zain Sudan social media corporate strategy.
- Led and maintained effective relationships with media agencies.
- Managed and developed Zain Media Communication staff.

CULTURAL BRIDGE INTERNATIONAL, Khartoum, Sudan **2007–2012**
Founder

- Highlight Sudanese achievements and promoted them through Sudanese newspapers, websites and television stations to American audiences seeking to understand Sudanese culture.
- Work directly with interviewees to arrange necessary travel; edit material before delivering final product in variety of formats.

NEW UNITED MOTOR MANUFACTURING, San Francisco, CA **2005–2006**
Public Relations Specialist, General Motors and Toyota Joint Venture (JV)

- Managed and executed electronic media plan, pilot for \$2MM project.
- Managed philanthropy projects designated to community relations.
- Contributed to employee newsletter.
- Coordinated events sponsored by JV, including employee recognitions. Supervised daily tour program.

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Education/Training

SAN JOSE STATE UNIVERSITY, San Jose, California **2006**
Master of Communication Studies

UNIVERSITY OF NEBRASKA AT OMAHA, Omaha, NE **2000**
Bachelor of Arts in Broadcast Journalism
Minor: Psychology

EIN SHAMS UNIVERSITY, Cairo, Egypt **1996**
Completed coursework in psychology and English literature.