

Ghada Hamed

Trainer & Professional Coach ICF



Objective

Motivated and passionate life coach and trainer with a background in mass communication, coaching, leadership, and digital marketing.

Experienced in empowering individuals and couples to achieve personal and professional growth. Seeking opportunities to utilize my skills and knowledge in helping others reach their full potential.

- Extensive experience teaching community courses on various topics, including goal setting, boundaries, stress management, conflict resolution, gender differences, change management, and leadership.
- **Author** of two Arabic books and freelance writer for well-known Arabic magazines
- Business owner of an online women's magazine empowering women in Arabic since 2015
- Giving **lectures at the Ministry of Public Health in Qatar**
- Attended **Tony Robbins'** signature training, "**Unleash Your Power.**"
- Director of Public Relations and Marketing for the ICF Doha Chapter since 2022

Education

Feb 2015	Master's in mass communication -Cairo University
1997- 1998	Professional Translation Diploma -Ain Shams University English- Arabic/ Arabic-English/French-Arabic
1989-1993	BS Mass Communication - Cairo University Journalism Department

Certificates and Accreditations

As a self-motivated person with a vital learning and improving drive, with passion and love for my role and education background, I was keen to get the top high accredited education on multiple paths:

April 2024	Team Coaching Ericson Coaching Academy
Jan 2024	Professional Certified Coach ICF PCC Life Coach

2021	Certified Social and Emotional Coach ICF Accredited Training
2020	Training of Trainers Diploma Canadian Training Center of Human Development (Dr. Ibrahim Elfiky)
2008 -2020	Certified Administrative Professional Organizational Development International Administrative Assistant Professional (IAAP)
2019	Certified Digital Marketing Professional Digital Marketing Institute
2017-2019	Dean's Leadership Academy Graduate Texas A&M University at Qatar
2018	Digital Marketing strategist Customer Engagement, social media, Planning & Analytics Columbia Business School
2015	Public Relations: Skills for organizing Exhibitions, Conferences and Meetings - Munich International Accreditation Organization
2008	Managing People University of Liverpool

Professional Experience

PR & Marketing Director ICF Doha Chapter

Jan 2023 - present

Director of Public Relations and Marketing-ICF Doha

International Coaching Foundation – Doha Chapter

- In charge of organizing the MEAN coaching conference at Qatar in October 2024 with collaboration with the ICF Doha chapter officers
- 2023 & 2024: organized the International Coaching Week in collaboration with the ministry of public health at Qatar, in their premises.
- 2023 In Charge of the SM for the MENA Coachathon
- In charge of the ICF Doha Chapter SM.
- Develop and implement marketing strategies, communications, and public relations activities, both external and internal.
- Grow the Doha chapter brand and ensure marketing materials are compliant with brand guidelines.
- Ensure communications are culturally competent and reach diverse audiences.

Trainer & Professional Coach	2019 - present	<ul style="list-style-type: none"> • Guide the strategy on press outreach, including messaging in press releases, creation of press kits and materials, interview preparation, and responses to media requests. • Develop close partnerships with members of the media • Manage organizational partnerships that support marketing and fundraising goals. • Develop, implement, and evaluate an annual marketing and communications plan that includes social media, print and digital content, and email marketing. • Develop, implement, and evaluate marketing campaigns related to programs, activities, and events locally and internationally. • Assist the Director of Membership in building membership attraction and retention strategies and with fundraising appeals and events. <p>Trainer (Freelance): Courses and workshop provided: Offered community courses under Horrah online magazine as follows:</p> <ul style="list-style-type: none"> • 7 Principles of Successful Relationship (8 wks course, offered 3 times) • Gender Differences & relationships (4 day course, offered 4 times) • Stress Management course (6 wks course, offered multiple times; workshop, course...) • Setting your authentic goals and achieving them. (4 sessions course, offered 3 times) • Brain tricks destroy your happiness. (webinar 2 hrs) • Reaching a “peace of mind” mode. (webinar 2 hrs) • Are you in the “Victim Mentality mode”? (webinar 2 hrs) • What is life coaching? (webinar 2 hrs) • Grow and Glow Course for women (12 hrs course) • Changing habits and consistency. (webinar 2 hrs) • Negative Thoughts and overthinking (webinar 2 hrs) • Emotional Intelligence Master Class (webinar 2 hrs) • Organized and led women circles focusing on personal development and empowerment.
	Feb 2021	<p>Stress Management course for staff: 4 sessions each 2 hours) Texas A&M University at Qatar 2022 as part of the university wellness month.</p>
	July 2022	<p>Life coaching and Art therapy; the relation and connection. Art therapy Carnival – Egypt</p>

May 2023

The 5 powers within

Workshop at Ministry of Public Health at Qatar

May 2024

Team Coaching; best way for reaching goals.

Workshop at Ministry of Public Health at Qatar

June 2024

Mastering Calm; Strategies for stress management

St. Regis hotel pearl for Doha Embassies gathering.

Communication Courses

- Relationship Communication Masters and Disasters
- Gender Differences & communication
- Emotional & Social Intelligence
- How to set boundaries and be assertive?
- Digital Marketing Strategies and Principles
- Writing to the web and managing content
- (Basic SEO)
- Fundamentals of CANVA
- Website creation and Management Fundamentals

Provided coaching and training to individuals and couples seeking personal and professional growth

**Senior
Coordinator
(Texas
University at
Qatar)**

2007- present

Senior Coordinator – Texas A&M University at Qatar

This is a managerial position.

Works under the direction of the Program Chair

Operations Management

- Work closely and collaboratively with internal colleagues and partners to collect, analyze and share information on implementation issues.
- Provide leadership and support to the faculty and other staff members.
- Prepares research material and assists with proposal activities.

Communication Management:

Oversee all internal and external communications for the program.

- Composes and modifies correspondence, reports, publications, and presentations, including editing and proofreading.
- Communicate with a wide range of individuals, including high-ranking executives, external partners, and other stakeholders.

Events & projects Management

Manage all internal and external events and projects such as

International World Bank Workshops

Administration Management & other tasks as needed

Executive Assistant (Qatar Foundation)

2005-2007

Executive Assistant – Director of Strategic Planning Directorate

Qatar Foundation

- Managed, designed, and updated the department website in Qatar Foundation Portal Intranet.
- Coordinated VIP tours of Education City Universities and branch campuses.
- Represented the Directorate on quality-related committees, such as ISO 9001.
- Managed seminars and workshops conducted by the International World Bank to train the employees in the directorate.

1999-2005

Arabic Teacher / Academic Communications Coordinator

Egyptian Language School

Cairo, Egypt

- Teaching Primary students
- Manage parental Academic Open Day and Student Educational Fair.
- Supervised Student Annual Show.
- Arrange Parent Meetings throughout the academic year.
- Coordinate periodic meetings with Principals and weekly meetings with Advisors.
- Manage summer workshops with specialists, including Educational Methods, Time Management, Misbehaving, and other related topics.

1998-1999

Arabic Correspondent

Al-Etihad Newspaper

Cairo, UAE

- Covered a range of areas for local dailies including business and education sectors.
- Provided complete, accurate and compelling coverage of both anticipated and unplanned news for the newspaper.
- Edited coverage at the Desk Office to ensure publish quality.

Entrepreneur

Starting in 2015, after completing my master's degree, I started my business at (Egypt – Qatar) as a side business to my full-time job mentioned under “professional experience.”

2015 - present

Horrah online Magazine (Arabic)

www.horrah.com

Founder & CEO

Women Online Arabic magazine aims to empower women and increase their awareness of their health and wellness,

especially their mental health. We support them and provide life coaching and counseling sessions for the followers.

Horrah Coaching and Counseling

Offers business coaching, counseling, and training for corporates and individuals.

We provide two main programs.

HWP” Horrah Wellness program

2023 - present

HODP: Horrah organizational Development program

Via coaching, counseling, and training

In addition to offering several accredited training courses.

Publications

I have published several articles on publications in addition to publishing two books.

2019

“Ouyoun Horrah”

Articles provide different visions on social issues.

2023

Two or one”

Relationship guidebook

Since 2015

I publish articles at :

- Sabah El Kheir printed magazine
- Rosa ElYoussef online magazine
- Elgomhouria online magazine
- Maqalatek.com

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