



# SHADA REDA

Community Relations & Management | Operations & Facilities Management | Recruitment & Talent Acquisition | Events Management

## Profile

Passionate and results-driven professional with proven expertise in operations, facility management, recruitment, and event leadership. To date, I have successfully organized and delivered 50+ high-impact events and workshops, building and managing relationships with government entities, investors, mentors, and founders to foster collaboration and strengthen entrepreneurial communities. With experience leading and engaging communities of 400+ members, I excel at building networks, cultivating strategic partnerships, and driving measurable growth. Recognized for reliability, enthusiasm, and strong communication skills, I am committed to exceeding expectations and delivering meaningful outcomes.



## Work Experience

2022

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Ongoing

### Alfardan Properties LLC, Network - Qatar

#### Community Relations Specialist

As the Community Relations Specialist, my role includes creating a vibrant and collaborative environment. Focusing on fostering strong community relationships, facilitating connections, and organizing events to inspire creativity and innovation.

- Experienced in managing leasing inquiries, 4 branches operations, and ensuring 400+ member satisfaction while building thriving communities from startups to SMEs.
- Skilled in planning and executing diverse events, workshops, and networking initiatives to drive collaboration, engagement, and lead generation.
- Adept at managing member relations by addressing concerns, setting expectations, managing conflicts, and creating partnerships through tailored introductions and strategic networking.
- Proven track record in developing community guidelines, optimizing operations, and managing CRM systems for accurate reporting and seamless engagement.

2021

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2022


### Ladies Zone Beauty Center & Gym - Qatar

#### Operations Manager

As an Operations Manager, I led the strategic planning, optimization of resources, and efficient execution of day-to-day activities to drive organizational success and ensure seamless operational performance

- Directed daily operations including scheduling, inventory, and service coordination while supervising a team of therapists, receptionists, and support staff through training, guidance, and performance feedback.
- Managed budgets, expenses, and resources to maximize profitability, achieving a 2% yearly profit increase and reducing debt by 70% in one year.
- Identified cost-saving opportunities and introduced revenue-enhancing strategies to strengthen business performance.
- Ensured maintenance, cleanliness, and compliance with health and safety standards, coordinating repairs, upgrades, and renovations to maintain a hygienic and welcoming environment.

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 Doha, Qatar

## Education

### Bachelor of Business Management

AUCE - Lebanon

2013-2018

## Expertise

Community Development

Events & Workshops Management

Facility Management

Operations

Customer Satisfaction

Recruitment

## Language

Arabic – Fluent

English – Fluent

## Proficiencies

Outlook

Excel Word

Oracle

Adobe Sign

Zoho Recruitment

Zoho Books

### Expertise Recruitment – Lebanon

Recruiting consultant

2018

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2020

As a Recruitment Consultant, I specialize in identifying top talent, building strong candidate pipelines, and facilitating successful matches between candidates and clients to meet their staffing needs effectively

- Managed the full recruitment cycle, including advertising vacancies across websites, job boards, and social media to attract and engage qualified candidates.
- Skilled in headhunting, cold calling, and direct outreach, as well as screening CVs via internal databases and external platforms to identify top talent.
- Reviewed and shortlisted applicants, conducted phone, video, and in-person interviews for junior to executive-level roles, successfully completing 70–80% of recruitment assignments independently.
- Performed additional recruitment and administrative tasks, ensuring smooth processes and timely candidate placements.

2017

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2018

### Shamaa NGO (project) – Lebanon

Online Marketing department

As an Online Marketing specialist, I leveraged digital channels and strategies to effectively reach and engage target audiences, driving brand awareness, customer acquisition, and revenue growth in the ever-evolving online landscape.

### Silkor Holding – Lebanon

Assistant Branch Coordinator

2021

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2022

As an Assistant Branch Coordinator, I supported the branch manager in coordinating branch operations, facilitating communication between staff and management, and ensuring the efficient delivery of services to customers.

- Directed daily operations across multiple beauty center branches, ensuring compliance with company policies, service standards, and regulatory requirements.
- Acted as the primary liaison between branch teams and headquarters, providing training, guidance, and ongoing support to foster a positive work culture and enhance service delivery.
- Resolved client inquiries and concerns promptly, maintaining high levels of satisfaction and loyalty.
- Monitored sales and client satisfaction metrics to identify improvement areas and implement effective, results-driven solutions.

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**References available upon  
request**