

Kamila B. Zaidieh

PROGRAM MANAGER

CONTACT

(313) 516-5618 ☎

Southfield, MI 📍

kzaidieh@gmail.com @

SKILLS

Project Management

Attention to Detail

Problem Solving

Strategic Planning

Design Thinking

Team Leading

Analytical Skills

Proficient in Spanish

EDUCATION

MASTER OF STRATEGIC
COMMUNICATION

Louisiana State University
2017

BACHELOR OF SCIENCE IN
BUSINESS
ADMINISTRATION

Florida A&M University
2013

PROFESSIONAL PROFILE

I am a strategic communicator and facilitate programs and workshops in-person and virtually. I manage projects to leverage and benefit organizations, services, and products. I adapt to fit my organizations needs and am experienced in interdepartmental/external communication, web development, mobile application development, data management and campaign execution. I specialize in design and disruptive thinking, bringing creative and innovative mindset to teams and projects.

EXPERIENCE

PROGRAM MANAGER

JOURNI, INC | June 2019 – Present

- Provides strategic initiatives for Instructors, Interns and Volunteers.
- Executes management reporting for programs and projects.
- Translates strategies and goals into action plans.
- Serves as project manager and facilitator for externally sourced web and mobile application development.
- Leads cross-functional teams through software development process.
- Ensures design and build requirements are being met throughout for outsourced projects.
- Meets deadline requirements for updates and communicates effectively in fast-paced environment.
- Manages classrooms for programs and partnership efforts.
- Supervises Digital Marketing Team strategy and content.
- Accountable for volunteer recruitment and training strategy.
- Proactively addresses program needs, issues and logistic execution.
- Leads data strategy across all organizational programs.

OPERATIONS ANALYST

JOURNI, INC | Feb 2019 – June 2019

- Employed program processes, standards and tools for delivery.
- Established a consistent operating model which defined roles, responsibilities and methodologies for data gathering and management of metrics for the way data is proactively managed.
- Managed time lines to ensure timely project objective execution and delivery.
- Prioritized deliverables for Chief Executive Officer and key stakeholders.
- Oversaw Intern coordination, development and assignments.
- Responsible for operation assessment and program impact reporting, critical to grant and donor relations.
- Identified strategies for program enhancement and improvement.

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SOFTWARE EXPERIENCE

Excel

Photoshop

Illustrator

InDesign

HTML/CSS

SQL

REFERENCES

RICHARD GRUNDY III

CEO

JOURNi

(248) 388-0430

RICHARD@JOURNI.ORG

CHANEL HAMPTON

CEO

Strategic Community Partners

(313) 400-3379

CALVIN MARSHALL

Football Academic

Advisor Louisiana State

(954)790-2669

CJMARSHALL@LSU.EDU

EXPERIENCE (CONTINUED)

DIGITAL PROJECT MANAGER

Kamila Kingston, LLC. | Jan 2013 – Present

- Advises more than 5 business accounts and entrepreneurial brands on a contract basis utilizing an agile approach.
- Increased revenue by +37% post website launch among 3 clients utilizing HTML, CSS, Wordpress and Squarespace.
- Utilize knowledge of development process, user experience principles, and design guidelines to provide feedback at all phases.
- Provides professional analysis and metrics maintenance to improve brand awareness and social media engagement performance.
- Develops user experience designs to meet expectation of the client and needs of their audiences.

DIGITAL MARKETING SPECIALIST

LSU Academic Center for Student-Athletes | Jul 2017 – Jul 2018

- Led a team of 5 graduate assistants to execute 4 major marketing campaigns for ACSA such as the Annual Drive-In Conferences and N4A Leadership Conference leading to 36% increase in charitable contributions.
- Coordinated weekly meetings with various sub-committees to present campaign performance in areas such as fundraising, communication and sponsorship, which resulted in achieving campaign goals prior to deadline and under budget.
- Analyzed past campaign performances and provided strategic recommendations for improving digital campaigns which led to an increase of the open and click rate by 28% compared to prior years.
- Assessed social media metrics for key performance indicators, identified new areas of opportunity and improved overall marketing strategy plan for 2018-2019 school year.

ASSISTANT BRANCH MANAGER

Enterprise Holdings, Inc. | Jun 2014 – May 2015

- Audited financial accounts for accuracy, resolved discrepancies, and reduced branch outstanding balances by more than 60% on a monthly basis across multiple locations.
- Serviced customer concerns in a swift and knowledgeable manner and increased satisfaction reports by 2 points.
- Performed general accounting functions, including preparation of journal entries, account analysis and balance sheet reconciliations that increased effectiveness in monthly analysis.