

## Mohamed Kamal Abdel aal Hassan

✉ [mohamedkamal49958@yahoo.com](mailto:mohamedkamal49958@yahoo.com) 📞 +966 54 253 5923

🌐 [Linked https://www.linkedin.com/pub/dir/Mohamed/Kamal](https://www.linkedin.com/pub/dir/Mohamed/Kamal)

Bachelor of Arts in Spanish Language, Faculty of Arts, Cairo University 1989

### Profile Summary

#### Multilingual: English, Spanish, Italian, and Arabic

Passionate marketing professional with a proven track record in developing and executing successful tourism marketing campaigns. Skilled in market research, content creation, digital marketing, and relationship building within the tourism industry. Multilingual with fluency in English, Spanish, Italian, and Arabic. Search Engine Optimization (SEO): Optimize your website and content to rank higher in search results for relevant travel keywords.

Social Media Marketing: Engage with potential visitors on social media platforms like Instagram, Facebook, and TikTok. Share captivating visuals, travel tips, and user-generated content.

Email Marketing: Build an email list of interested travelers and nurture them with targeted campaigns, promotions, and travel inspiration.

Greet the guests and make introductions: This is a chance to set the tone for the tour and make a good first impression.

Provide commentary and information: Share your knowledge of the places you are visiting, as well as interesting facts and stories.

Lead the group from place to place: Make sure everyone stays together and on schedule.

Be a problem-solver: Address any issues that arise during the tour, such as lost guests, transportation problems, or unhappy customers.

Ensure the safety and security of the guests

Public Relations: Secure positive media coverage in travel publications and online outlets.

Secure accommodation options based on budget and preferences (luxury hotels, budget guesthouses, desert camps).

Research and arrange transportation within the program (private drivers, guided tours, local transportation passes).

Write detailed descriptions of each location, activity, and experience.

Include estimated travel times and activity durations.

Consider incorporating high-quality pictures of destinations and activities.

#### Professional Experience

Since 5-01-2024 Jawlat travel and tourism

It is dedicated to crafting exceptional tour packages that unlock the captivating beauty and rich heritage of the Kingdom of Saudi Arabia (KSA).

We cater to domestic and international travelers, showcasing the hidden gems and iconic landmarks defining this dynamic nation.

Conduct market research to identify target audiences, travel trends, and competitor analysis within the tourism industry.

Develop comprehensive marketing plans and strategies to promote specific destinations or tourism experiences.

Create engaging content (written, visual, and video) for various marketing channels, including social media, websites, and travel brochures.

Manage and implement digital marketing campaigns across various platforms (SEO, SEM, social media advertising).

Develop and maintain strong relationships with key stakeholders in the tourism industry (media, travel agents, influencers).

Analyze marketing campaign data and track key performance indicators (KPIs) to measure success and optimize strategies. Stay updated on the latest travel trends and digital marketing best practices.

Analyze travel trends to predict future visitor behavior and tailor marketing strategies accordingly.

Gather feedback from tourists and update your program based on their experiences and evolving trends in Saudi Arabian tourism.

Jul'14- 1st, 2024

### **Fast Riyadh Metro Alliance as Administrator and general services**

Schedules job interviews and contacts candidates as needed.

Updating and maintaining employee benefits, employment status, and similar records.

Attends all inquiries of incoming employees regarding project, company, employment agreement, and country-of-assignment information.

Supervising staffing, recruitment, induction program, contract negotiations, discipline, policy & procedures, and retirement

Strategizing and implementing end to end performance management for employees

Support all managers in delivering the Learning & development process, Performance Management, and Setting KPIs.

Update workforce plan and organizational chart periodically by capturing all changes in new hires, leavers, promotions, and transfers on the HR system

Prepares and issues the final Employment Agreement to the New Hire

Coordinates with the employees regarding relocation arrangements such as personal effects shipment & storage.

Records information and updates personnel files.

Handles discipline and termination of employees in accordance with company policy.

Recruits, interviews, hires and trains new staff in the department.

Oversees the daily workflow of the department.

Provides constructive and timely performance evaluations.

Prepare recruitment reports on a daily, weekly, and/or monthly basis as required

Manage all interview / hiring-related travel and expense reimbursement of candidate/employee

Support the implementation of the annual HR plan.

Assist in the planning and execution of various HR initiatives.

Respond to employee requests and questions.

Ensure that company employees are aware of HR policies and procedures; provide advice and guidance when required.

Implement a new employee orientation program, in coordination with a recruitment specialist.

Apr'13-Jul'14

### **Global Travel Club– GTC as HR Generalist**

Played a key role in administering Compensation & Benefits for taking initiatives toward payroll function

Update internal databases with new hire information

orientation for new employees

Prepare every month payroll thru the HR system

Shouldered the responsibility of creating new guidelines/ rules for the staff members

Efficiently performed continuous follow-ups for ensuring active participation from all the processes

Conducted a regular assessment of performance and delivered valuable suggestions pertaining to areas of improvement

Responsible for maintaining personnel files; gained extensive experience working on the HR system

Prepared and maintained employee files & records

Actively participate in business and human resource projects as required.

Handle complaints and grievance procedures.

Apr'93-Mar'13

Iberojet –Turchese –Alpi tour as Tour Guide Spanish & Italian Languages

A high-energy professional with 20 years of rich and extensive experience in coordinating with international customers as well as multiple organizations such as cruise liners, hotel resorts, tour operators, travel agencies, and visitors bureaus located in Egypt

carry out a wide range of functions including managing tours, walking tours, and cruise tours

Leading tours and providing translation services for Spanish, Latin American, and Italian speaking groups in Saudi Arabia.

Certifications

Product Management Insights

Marketing Foundations

Fundamentals essentials of digital marketing

Interpreter Italian -Arabic Italian Supercopa (2023)

Interpreter Spanish –Arabic Forum Spanish – Saudi in Riyadh (2022)

Interpreter Italian & Arabic Forum Italian – Saudi in Riyadh (2022)

Interpreter Spanish –Arabic –super Copa in Riyadh 2022

Interpreter Spanish –Arabic –super Copa in Jeddah 2021

Recruiting Foundations: Recruiting for External Recruiters from LinkedIn learning (2021)

Recruiting Foundations: Recruiting for In-House Recruiters from LinkedIn learning (2021)

Working with Recruiters to Get a Job from LinkedIn learning (2021)

Talent Management from LinkedIn learning (2020)

Performance-Based Hiring from LinkedIn learning (2020)

Powerless Powerful: Taking Control from LinkedIn learning 2020

Human Resource: understanding HR system features and Benefits from LinkedIn learning (2020)

How to Plan Your Career Path from Alison (2020)

Human Resource Management Certificate, Egypt from Cairo University and Helwan University (2012)

Tour Guide License, Ministry of Tourism, Egypt (1993)