

KARIM ABD ELKARIM HAMIDA

TOURISM & TRAVEL STUDENT | TOURISM INNOVATION & PR SPECIALIST



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CAREER OBJECTIVE

Motivated Tourism and Travel student at Thebes Technological University with strong interests in tourism innovation, customer experience, airline reservation systems, and cultural tourism development. Passionate about contributing to tourism operations, media coordination, and public relations while continuously developing professional expertise within the travel and hospitality industry.

EDUCATION

Thebes Technological University
Faculty of Hotel and Tourism Services
Department of Tourism and Travel

Second Year Student
GPA: Excellent (First Year)
2024 – Present

ACHIEVEMENTS

- Bronze Medal Winner – Belt & Road and BRICS Competition of Skills Development and Technology Innovation (2026)
- PR Vice Head at URI – Undergraduate Researchers Initiative
- Media Head at Greenish Club
- Developed innovative tourism concepts including Gates of Time and Travel DNA
- Participated in multiple leadership, media, and community development initiatives

PROFESSIONAL EXPERIENCE

- URI – Undergraduate Researchers Initiative

PR Vice Head

Assisted in communication management and event coordination

Supported public relations activities and team organization

- Greenish Club

Media Head

Led media campaigns and digital content creation

Managed social media coordination and visual content planning

- Young Egyptians Organization – Ministry of Youth and Sports

PR Volunteer

Supported event organization and public relations activities

Assisted in communication with participants and teams

- Life Makers Foundation

Media & PR Member

Participated in media teamwork and event organization

Contributed to promotional and public engagement activities

- Enactus

Project Team Member

Contributed to entrepreneurial and community-based projects

Worked within project planning and teamwork environments

- Zawaher Foundation

Volunteer Member

Participated in youth and community development initiatives

- FA Model LU

Logistics Committee Member

Assisted in event logistics and operational coordination

PROJECTS

- **Gates of Time**

Innovative cultural tourism project designed to enhance tourist engagement through interactive storytelling and heritage-based experiences.

- **Travel DNA**

Smart tourism concept focused on personalizing travel experiences based on tourists' preferences, behavior, and travel interests.

SKILLS

Technical Skills

- Amadeus Reservation System
- Microsoft Office (Word, Excel, PowerPoint)
- Front-End Development (HTML, CSS, JavaScript)
- Graphic Design using Canva
- Research & Academic Writing Skills
- Presentation & Reporting Skills
- Social Media & Media Coordination

Tourism & Industry Skills

- Reservation & Ticketing Operations
- Travel Coordination & Itinerary Planning
- Cultural Tourism Knowledge
- Customer Experience Management
- Cross-Cultural Communication

Professional Skills

- Customer Service & Client Handling
- Communication & Public Relations
- Teamwork & Leadership
- Time Management
- Problem Solving
- Negotiation Skills
- Attention to Detail
- Ability to Work Under Pressure

Languages

- Arabic: Native
- English: Good Working Proficiency

- Led the copywriting for a new electronics product launch, developing all product descriptions, email sequences (3-part nurture series), and social media ad creatives.
- The campaign resulted in sales exceeding initial targets by 30% within the first month.

Interests

- Tourism Innovation
- Cultural Tourism
- Photography
- Graphic Design
- Reading

Certifications

- SRT Scientific Research Training – URI
- Airline Reservation Training – Amadeus
- Microsoft Office Training