



AHMED SWEED

PUBLIC RELATIONS SPECIALIST

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SUMMARY

Dynamic and results-oriented professional with solid experience in public relations, sales, and customer service. Skilled in managing media relations, guest services, and crisis communication with a strong focus on enhancing brand image and client satisfaction. Known for delivering high-impact results, fostering strong relationships, and operating effectively under pressure. Eager to contribute expertise and enthusiasm to a forward-thinking organization.

EDUCATION

Bachelor of Law | Dated 2008

Cairo University, Cairo – Egypt.

WORK EXPERIENCE

Public Relations Specialist | From 08/2020 – 11/2025

Eastern Company for Tobacco, Cairo - Egypt. Key

Responsibilities:

- Welcomed and assisted guests, ensuring a positive and professional experience. Coordinated with foreign delegations and external companies.
- Professionally received and welcomed guests. Followed up via email to ensure accurate organization.
- Arranged venue logistics and ensured smooth guest reception.

Sales Executive – Corporate & Key Accounts | From 10/2017 – 07/2020

IMG Worlds of Adventure, Dubai - UAE. Key

Responsibilities:

- Led the corporate sales team and streamlined internal operations. Handled ticket bookings and visitor reservations efficiently.
- Operated the POS system to manage customer data and streamline the ticketing process. Developed and executed strategic sales plans exceeding quarterly targets.
- Expanded corporate client base and secured high-value partnerships. Built and maintained strong, long-term client relationships.
- Prepared detailed sales and financial reports for management. Monitored market trends and competitor activities.
- Resolved customer issues, enhancing satisfaction and loyalty. Introduced engagement strategies that improved client retention. Mentored new team members to elevate team performance.
- Achieved significant growth in revenue during the first year.

Guest Relations Host | From 10/2016 – 10/2017

IMG Worlds of Adventure – Dubai - UAE. Key

Responsibilities:

- Welcomed and assisted guests from diverse nationalities, offering information on rides, attractions, and park services in a world-class entertainment environment.
- Sold entry tickets, annual passes, and special packages using IMG's point-of-sale systems, ensuring accuracy and speed.

- Provided clear information on ticket tiers, ongoing promotions, and combo deals with nearby attractions or hotels.
- Handled group bookings, school trips, and VIP guest services with personalized attention and efficiency.
- Managed guest inquiries, complaints, and feedback in a professional and empathetic manner, escalating when needed to maintain service excellence.
- Assisted international guests with translation support and culturally sensitive service to ensure a welcoming environment.
- Coordinated with security, first aid, and operations during emergencies or special situations, following IMG safety protocols.
- Maintained updated knowledge of all zones including Marvel, Cartoon Network, Lost Valley, and IMG Boulevard to guide and promote attractions.
- Contributed to achieving daily sales targets and positive guest feedback scores through proactive service and strong product knowledge.

Investigator | From 03/2013 – 09/2016 Eastern Company

for Tobacco, Cairo - Egypt. Key Responsibilities:

- Oversaw company-wide security protocols and workplace safety.
- Investigated employee complaints and resolved internal issues fairly. Implemented
- preventive measures to reduce conflicts and boost satisfaction. Conducted training on
- company policies and compliance.
- Developed investigation procedures that reduced workplace disputes.
- Recognized by management for maintaining a secure work environment.

PERSONAL SKILLS

- Effective Communication
- Problem Solving Leadership
- & Teamwork Customer Focus
- Adaptability
- Problem-solving attitude

COMPUTER SKILLS

- Microsoft Office
- CRM Systems.
- Ticketing & Reservation Systems (e.g., POS System).

LANGUAGES

- Arabic: Mother Tongue.
- English: B2.

PERSONAL DATA

- Nationality: Egyptian.
- Marital Status: Married.
- Valid UAE Driving License
- Holding UAE Resident Visa.