

# Basmah A. Alassiri

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## ABOUT

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Creative observer with a passion to experience different environments and meet people with diverse professions. Love to explore ideas and develop them into a solid business.

## EDUCATION

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Bachelor's Degree of Science in Marketing 2015 — 2021

*Al-Yamamah University*

Relevant Coursework (Marketing): Branding Strategies, Marketing Strategies, International Marketing, Marketing Research, Sales Management, and Consumer Behavior.

## WORK EXPERIENCE

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DSCA Down Syndrome Charitable Association 2017

*volunteer*

Volunteered in helping renovate the school.

Saudi Fashion Week 2018

*organizer*

First Saudi fashion week

Entertainment Productions 2018 — 2019

*Artist*

-General Sports Authority - **assistant of senior producer at GTV.**

-أرض جمعتنا/Arth Jamaatna (PSA film) – **Creator/Writer**

**Featured in @arabsforarabs page**

-LAMSHWEAR - (commercial). - **Production designer.**

SAUDI PAYMENTS Sep 2020 — Mar 2021

*Marketing Intern*

Digital Marketing department - Marketing Research department

## SKILLS

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- Market/Strategy Development.
- SWOT analysis.
- Microsoft Word, Excel and PowerPoint.

- Developing social media strategies.
- Excellent verbal communication skills.
- Production Design/Art Direction.

## LANGUAGES

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**Arabic**- Native.

**English**- Fluent.

**French**- Fluent.