

Basmah Alnasair

📍 Riyadh ✉ BasmaOkla@outlook.com ☎ +966507507582 [in basmah-alsasair](#) [Portfolio](#)

SUMMARY

Senior Customer Journey Development Specialist with 5+ years of experience in **data analytics**, **customer experience**, and **digital transformation** across government and telecom sectors. Skilled in **machine learning (ML)**, **natural language processing (NLP)**, and **advanced analytics** to drive data-informed decision-making and design **citizen-centric digital services** aligned with **Saudi Vision 2030**. Led transformative initiatives, including enhancements to **CST's Digital Channels (Mutasil)**, contributing to a **85% customer satisfaction rate during Hajj 2025** (Aadaa report), a **5% increase** from the previous year. **Internationally recognized** for presenting pioneering research on **facial expression recognition in occluded images** at ICWSNUCA-22 in Cannes, France.

CORE SKILLS

- **Digital Services Development:** Customer journey mapping, digital transformation, service innovation
- **Regulatory & Strategic Analytics:** KPI development, policy analysis, strategic planning, Vision 2030 alignment
- **Data Engineering:** ETL, data cleaning, preprocessing, automation, web scraping
- **Data Analytics & Modelling:** Predictive modelling, statistical analysis, performance measurement
- **Machine Learning & NLP:** Supervised/unsupervised models, text mining, deep learning
- **Programming & Tools:** Python, R, SQL, Tableau, Power BI, Advanced Excel

EXPERIENCE

Senior Customer Journey development Specialist

Communications, Space & Technology Commission (CST)

May 2025 – Present

- Led customer journey enhancements for telecom projects, including the CST Digital Channels Mutasil initiative, supporting improvements in customer satisfaction and digital user experience.
- Analyzed historical data and recommended service readiness optimizations, contributing to an 85% customer satisfaction rating for government telecom services during Hajj 2025, earning certificates of appreciation.
- Independently developed a Python-based tool to streamline regulatory document processing, integrating stakeholder feedback to improve policymaking efficiency.
- Led regulatory study on child online protection best practices, producing an awareness guide published across service providers' websites in alignment with Vision 2030.
- Tracked performance metrics consistently to identify areas for continuous improvement and drive operational excellence in telecom service delivery.

Business Experience Specialist

Communications, Space & Technology Commission (CST)

January 2023 – April 2025

- Utilized qualitative and quantitative data analytics to identify pain points, delivering actionable insights that enhanced service SLAs and customer satisfaction scores.
- Designed end-to-end customer journeys, aligning with Saudi Vision 2030's digital transformation goals.
- Defined KPIs for CX Index to assess service providers' customer journeys, evaluate satisfaction, stickiness, and performance for CST regulatory reporting.
- Coordinated cross-sector workshops and conducted comprehensive requirements analysis to support commission goals and ensure compliance with established standards.

CX Analyst

Huawei (STC Project)

November 2021 – December 2022

- Built a Twitter sentiment analysis pipeline using Tweepy, snsrape, and NLP techniques to track public perception and identify customer experience improvement opportunities for STC products.
- Developed and trained machine learning models including Naive Bayes, SVM, Decision Trees, and K-Means to classify and cluster feedback, generating actionable insights for business decisions.
- Designed Tableau dashboards to visualize sentiment trends and engagement patterns, enabling decision-makers to monitor customer feedback effectively.
- Centralized customer experience data across multiple channels, streamlining reporting processes and delivering monthly, quarterly, and ad-hoc reports to stakeholders.
- Supported the "People Project"; an internal initiative aimed at strengthening workplace culture by creating book summaries and weekly motivational content to boost staff engagement.

R&D Intern, MISK Virtual Internships Program

Omnifia UK, Remote

September 2021 – December 2021

- Completed 360-hour MISK internship, developing TypeScript integrations and optimizing Elasticsearch queries to improve data efficiency by 15%, while enhancing web technologies and professional skills (CareerBridge, 8 NACE competencies).

GDP Trainee

THIQA Business Services

October 2021 – November 2021

- Completed intensive training in leadership, project management, and business skills, applying to real-world projects and delivering a project plan that reduced task completion time by 10%.

Management Information System Specialist

The Oxford Partnership (TOP), Colleges of Excellence

February 2018 – September 2018

- Managed MIS databases for Activate Learning, optimizing processes and delivering staff training to ensure accurate student records and reporting, reducing data retrieval time by 30% while maintaining compliance.

KEY PROJECT

- **Facial Expression Recognition:** Recognizing facial expressions in occluded images.
 - **Employee Attrition Prediction:** Applied data mining to predict turnover.
 - **Heart Disease Prediction:** Built models for early detection of heart diseases.
 - **Employee Promotion Prediction:** Forecasted promotion eligibility using data mining.
 - **Supermarket Sales Analysis:** Applied the CRISP-DM model to identify sales trends and uncover frequently purchased item combinations.
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EDUCATION

Master's in computing (Data Analytics), 2021

Princess Nourah Bint Abdulrahman University – **4.72 /5** (Excellent with Second Honor)

- Master's dissertation: Recognizing Facial Expression in Occluded Images via Convolutional Neural Networks.
- Member of the 2024 Research Center, contributing to innovative data analytics research.
- Participated in the 2025 Curriculum Development Committee for the Master's Program in Data Analytics, aligning content with market needs.

Bachelor's in computer science, 2014

Al Jouf University – **4.55 /5** (Excellent with Second Honor)

CERTIFICATIONS

- **Professional Development** 200+ courses in leadership, communication, Data Science in R, Power BI, and analytics, plus self-development in life skills and personal growth.
 - **Design Thinking & Innovation** – CST, 2025
 - **Customer-Focused Selling Strategies** – GLOMACS, 2025
 - **Certified KPI Practitioner** –National Center for Performance Measurement (Adaa) ,2024
 - **KPI Fundamentals** – National Center for Performance Measurement (Adaa), 2024
 - **Essentials of OKRs (Objectives & Key Results)** – CST, 2024
 - **Public Speaking, Presentation & Storytelling Masterclass** -UBI,2024
 - **Fundamentals of Regulation 1-** Regulatory Policy Institute, 2023
 - **Fundamentals of Strategic Planning** – GLOMACS, 2023
 - **Design Planning & Problem Diagnostic Strategy** – GLOMACS, 2023
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Volunteer Experience

- **Content Creator** at Creative Mornings (ongoing)
- IT Teacher at The Oxford Partnership, Colleges of Excellence (2018)