



# Basma Altwejri

## Summary Statement

Basma Altwejri is a creative strategist by passion and a business development specialist by profession.

In 2021 she founded Experienceelia consultancy offering services of creative direction, visual merchandising strategies, events management, and designing CSR programs.

Prior to Experienceelia, she founded “Pay it Forward” a social initiative in which she led the planning and execution of 8 projects and 2 events which collectively hosted around 700 attendees. She is the author of the book “From Society for Society” which features insights from leading social pioneers to guide readers on how to transform their ideas into visible projects and actualize their vision of change.

## Professional Experience

July 2019 – Dec 2020



**Program Analyst - Policy Design and Advocacy / C20 secretariat officer.**

-Contributed to the “Nonprofit Sector Trends Report 2021” publication and the C20 policy pack (which included 11 policy papers with the input of +750 international CSOs) through conducting policy reviews and executing the advocacy dissemination plan.

Sep 2018 – May 2019



**Retail Leasing Agent**

- Conducted an industry analysis for retailers, F&B operators and entertainment hubs to develop leasing strategies and identify innovative opportunities

- Represented tenants and landlords in leasing transactions to reach an optimal agreement.

Dec 2017 – May 2018



**Trainee**

- Populating data for 300 properties in Riyadh and DMA across all asset sectors through desk based research and developers/leasing agent’s correspondent.

- Conducting a site and a sub market analysis as well as developing 50 relevant case studies.

Feb 2016 – Feb 2018



**Social Initiative Founder**

- Developed a detailed 2 years plan cycle that contained 7 successful projects and 3 events while maintaining the project cost restrictions.

- Recruited 50 members in total and provided an inclusive description for each subdivision and supervised the output of each member to ensure quality performance.

## Contact

✉ Basma.altwejri@gmail.com

## Languages

- Arabic (Native).
- English (Proficient).

## Education

- 2013 - 2017 Bachelor Degree in Finance - Alfaisal University.
- 2009 - 2013 High School Diploma - Al-Awael School.

## Skills

- Innovative Content Creation.
- Creative Direction.
- Projects Planning & Execution.
- Scripts and Copywriting.
- Visual Merchandising.
- Partnerships Management.

## Publications

- **Published May, 2020:**  
"From Society for Society:  
A Guide for Changemakers"  
Book. ([Details](#))

## Certificates

- **January, 2021** Packaging Design: Experience of Unboxing Products by Domestika.
- **March, 2020:** Branding for Social Change by Acumen.
- **October, 2019:** Visual Merchandising Workshop by the Institute of Leadership & Management.
- **June, 2019:** Retail management, marketing and leasing fundamentals by MECS+R.
- **Feb – June, 2019:** Salam Cultural Communication, Young leaders diploma for national dialogue.
- **Dec, 2018:** Informa, Real estate process for development & investments certificate.
- **March, 2015:** Mansfield College, Oxford Entrepreneurial Leadership Program.
- **February, 2015:** Lean Start up Machine extensive workshop.
- **June – July, 2012:** New York Film Academy arts program.

Feb 2017 – June 2017

Trainee



- Benchmarking different stock exchanges with focused variables to identify useful practises.
- Updating warehouse data and ensuring data clarity and accessibility to all the divisions.

Nov 2015 – Feb 2016

Coordinator



- Provide a comprehensive competitor's assessment of strength and weaknesses.
- Correspondent with over 50 vendors to select a suitable service provider.

Sep 2015 – Dec 2015

Marketing & Public Relations Intern



- Drafting correspondence and assisting in content generation and translation.
- Assisting in outreach and engagement to global team members and campaign ambassadors.

Nov 2015 – Sep 2016

Research assistant of Smart city project.



- Conducted a literature reviews to multiple variables that involved hospitals safety culture as well as image of nursing.
- Presented the findings of "Drives of Safety Culture in Saudi Arabian Hospitals" in Alfaisal University annual research competition.

March 2015 – Sep 2015

Research assistant of "The impact of Network Capabilities on Innovative Start-up Enterprise"



- Conducted a case study research through allocating valid published studies and analyzing the factors to determine their local relevancy to the subject matter.
- Acquired data by contacting over 70 entities senior management team to send them questionnaires as well as coordinating the interviews to get an in-depth exposure on the research matter.

Feb 2015 – May 2015

Trainee



- Created the promotional material necessary to market the store towards its target audience effectively and successfully across traditional and innovative marketing channels.
- Allocated a suitable pricing strategy by benchmarking various competitors and their customer's satisfactory level as well as searching new products that offer superior alternatives to distinguish the store from other stores.