

NAGHAM NAE'SHE

COMPUTER SCIENCE GRADUATE | DIGITAL MARKETING & CUSTOMER ENGAGEMENT

Jordan | Phone: +962796964189 | Email: naghamomarnaseh@gmail.com

PROFESSIONAL SUMMARY

Computer Science graduate blending technical expertise with digital marketing, customer engagement, and business communication skills. Experienced in enterprise IT environments and technology projects focused on customer experience and business value. Developed and presented an AI chatbot concept for Zain Jordan and completed specialized training in digital marketing. Eager to contribute to digital marketing, customer engagement, business development, and technology-driven business improvement.

CORE SKILLS

Marketing & Customer: Digital Marketing, Customer Engagement, Sales, Customer-Focused Problem Solving

Business: Product Thinking, Business Improvement, Customer Needs Analysis, Creative Problem Solving

Communication: Communication, Presentation, Teamwork, Project Coordination

Technology: Flutter, Dart, HTML/CSS, Python, C++, TMS (Terminal Management System — Basic Knowledge)

Design: UI/UX Design, Adobe XD, Canva

PROFESSIONAL EXPERIENCE

IT Intern — Zain Jordan — IT Department, Enterprise Section

Amman, Jordan

- Gained practical experience within an enterprise IT environment and developed a solid understanding of technology and business-oriented processes.
- Analyzed how technology solutions support customer requirements and improve corporate business workflows.
- Observed the direct influence of customer feedback and business needs on enterprise technology solutions.
- Enhanced cross-functional communication and presentation skills through active participation in a professional corporate setting.

PROJECTS

AI Chatbot Concept for Zain Jordan | Training Project | Customer Experience & Business Improvement

- Developed and pitched an innovative AI chatbot concept tailored to enhance customer service operations and user experience.
- Researched AI integration strategies to improve customer support accessibility, query resolution speed, and service efficiency.
- Identified core customer pain points and aligned technological features with measurable business value.
- Delivered a professional presentation communicating the strategic benefits and ROI of the concept within a corporate environment.

Happily Ever Plan | Flutter Application | Customer-Centered Digital Product

- Contributed to front-end development for a Flutter-based application designed to deliver an intuitive, user-friendly digital experience.
- Applied UI/UX design principles with a strong focus on user needs, accessibility, and interface usability.
- Evaluated how thoughtful digital product design directly influences customer retention and overall satisfaction.

EDUCATION

B.Sc. in Computer Science — Jordan University of Science and Technology (JUST)

GPA: 3.44 | 2025

COURSES & CERTIFICATIONS

- Application Development Course** — Princess Sumaya University for Technology (PSUT)
- Digital Marketing Course** — NMK Company