

IBRAHIM NII AYITEY ALI

BUSINESS SOLUTIONS ARCHITECT

CONTACT

0272900200



niiayitey@gmail.com



PROFILE

Highly accomplished in sales and marketing, with a proven track record in driving revenue growth, executing strategic initiatives, and building end-to-end solutions that meet commercial market standards. A strong leader and communicator, I inspire teams to achieve exceptional results and deliver impactful business outcomes.

EDUCATION

First Degree Certificate

BA Accounting and Education

University of Ghana Legon

Secondary School Certificate

Business

xxxxxx College

KEY ACHIEVEMENTS

- Successfully launched roaming bundles, generating 400K post-launch with a 2.3% month-over-month growth for the AT Commercial Unit.
- Led my unit in the AirtelTigo SIM re-registration exercise, ensuring all customer KYC details were updated and providing a seamless registration experience for customers
- Monitored and deployed firewall rules to reduce international Voice and SMS bypass (SIMBOX).
- Reduced customer churn rate from 14% to 2% by developing CVM campaign products that drove revenue growth.
- Optimized international PAY-G rate configurations across 200+ countries, effectively eliminating revenue leakages and enhancing revenue assurance
- Successfully redesigned and redeployed USSD configurations, transforming them from a static structure to a dynamic system, enhancing flexibility and user experience for AirtelTigo Business customers.

WORK HISTORY

BUSINESS SOLUTIONS ARCHITECT

New Solutions Design

- ❖ Develop end-to-end solution designs, ensuring integration with existing systems and technologies.
- ❖ Collaborate with stakeholders to gather requirements, analyze business needs, and define architectural frameworks.
- ❖ Managed the lifecycle of AT solutions and services, ensuring optimal performance, reliability, and continuous improvement.
- ❖ Manage solution withdrawal, ensuring that alternative solutions are available.

Customer Experience and Support

- ❖ Work closely with Unit Reps throughout the solution development process, ensuring seamless deployment addressing technical challenges both pre- and post-implementation.
- ❖ Provide support in resolving customer issues and ensuring customers always get the desired service
- ❖ Ensure migration path to alternative services is properly planned and the changes are effectively communicated

AirtelTigo

May 2024- Present

WORK HISTORY

AirtelTigo

Dec 2023- May 2024

SPECIALIST, CUSTOMER VALUE MANAGEMENT

- ❖ Developed and execute customer value management strategies to enhance customer retention, engagement, and lifetime value
- ❖ Managed all aspects of the campaign lifecycle, from design and configuration to launch, post-launch monitoring, and optimization.
- ❖ Analyzed customer behavior, usage patterns, and churn drivers to develop proactive retention and loyalty initiatives.
- ❖ Collaborated with cross-functional teams, including marketing, sales, and product development, to optimize customer experiences
- ❖ Utilized automation and AI-driven tools to enhance campaign efficiency and real-time customer engagement.

WORK HISTORY

AirtelTigo

Nov 2022- Nov 2023

COORDINATOR INTERNATIONAL BUSINESS

- ❖ Develop and maintain relationships with international telecom partners to ensure effective roaming services.
- ❖ Negotiate roaming agreements and contracts to secure favourable terms and conditions for the organization.
- ❖ Develop and implement a strategic plan for international roaming and International direct dial services to increase revenue and enhance customer experience.
- ❖ Monitor and maintain the quality of IDL and roaming services, ensuring seamless connectivity and troubleshooting issues promptly.
- ❖ Oversee the pricing structure for all international call services and manage billing processes to optimize revenue and cost-effectiveness.
- ❖ Stay up to date with international telecommunications regulations and ensure the organization complies with all relevant rules and requirements.
- ❖ Provide support to customers using international roaming services, resolving issues and inquiries efficiently.
- ❖ Generate reports on roaming service performance, financial metrics, and customer satisfaction to aid decision-making.
- ❖ Generates reports on all Commercial KPIs to inform decision making.

WORK HISTORY

**Nnabah Prestige
Limited Company**

Jan 2022- Sept 2022

CONTROLLER AND IT ADMINISTRATOR

- ❖ Prepare and oversee financial statements, reports, and budgets to provide accurate financial insights to management.
- ❖ Manage day-to-day accounting activities, including accounts payable, accounts receivable, and payroll processing.
- ❖ Manage cash flow and forecasting to support liquidity needs.
- ❖ Develop and enforce financial policies and procedures to maintain financial integrity.
- ❖ Identify financial risks and implement strategies to mitigate them.
- ❖ Oversee the procurement, installation, and maintenance of IT hardware and software, including workstations, servers, and applications.
- ❖ Provide technical support to staff, troubleshoot IT issues, and facilitate training when necessary.
- ❖ Keep all software and systems up to date with the latest patches and updates.

SKILLS

- ❖ Highly Proficient in Computer applications (SQL, Excel, Power BI)
- ❖ JavaScript, CSS and HTML
- ❖ Campaign planning and execution
- ❖ Budget formulation
- ❖ Performance monitoring
- ❖ Business negotiation
- ❖ Network Management
- ❖ Analytical Skills
- ❖ Vendor management and negotiations

CERTIFICATIONS

- ❖ Google cloud Infrastructure for AWS specialization – 2024
 - ❖ Cybersecurity Administration (Cisco) – 2023
 - ❖ Network defence and threat Analysis (Cisco) -2023
 - ❖ Successful Negotiations (university of Michigan) -2023
 - ❖ Foundations of Cybersecurity (google) -2023
 - ❖ Network Essentials plus (Microsoft) – 2016
 - ❖ System Engineering (IPMC) – 2016
-