



# RUQAIYA KHALID NASSER AL-OFI

CVM Analyst – Vodafone Oman

## CONTACT

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<https://oneruqaiy.github.io/ruqaiya-portfolio/>

## EDUCATION

**Bachelor of Science in Computer Science**

Middle East College, Muscat 2020 – 2022

**Diploma in Software Technology**

Middle East College, Muscat 2015 – 2018

## INTERNSHIP EXPERIENCE

Sultan Qaboos Comprehensive  
Cancer Care and Research Centre  
— Sep 2022 – Jan 2023

Python & Odoo Developer Intern  
Al Sabla Digital Solutions — Dec  
2019 – Mar 2020

IT Department Intern  
Omantel – Muscat — Sep 2018 –  
Oct 2018

## OBJECTIVE

Results-driven **Customer Value Management professional** with a Computer Science background and a proven track record in **BTL campaign design, segmentation, analytics, and revenue growth**. Skilled in transforming data insights into actionable strategies that drive customer retention, engagement, and ARPU uplift. Recognized for introducing **MIRSAL**, a CVM campaign management system concept, and for consistently delivering above industry response rates. Eager to bring my expertise to **Omantel** to lead high impact CVM initiatives and deliver measurable business results.

## PROFESSIONAL EXPERIENCE

**CVM Analyst – May 2024 – Present**

- Initiated and designed the concept for **MIRSAL Campaign Management System**, detailing its functional scope, structure, workflows, and integration requirements.
- Designed and executed **BTL segmented campaigns** across prepaid & postpaid, achieving **30%+ average response rates**.
- Implemented refined segmentation strategies that led to **15% ARPU uplift** in targeted segments.
- Conducted **pre/post campaign analysis**, reducing churn risk by **10%** in high value customers.
- Built and maintained **CVM dashboards** for ARPU, churn, and campaign KPIs.
- Reduced campaign launch time by **25%** via efficient data extraction and automation.
- Coordinated with IT, Networks, and Finance to ensure accurate and timely campaign execution.
- Monitored **OPEX budget** and optimized marketing spend ROI.

TECHNICAL SKILLS

**Programming:** Python, SQL, HTML, CSS, Java, XML, Rust

**Data Tools:** PostgreSQL, Oracle, PgAdmin, Power BI, Google Analytics, Excel

**CRM & CVM Platforms:** Campaign Management Systems, Segmentation Tools, Loyalty Engines

**Others:** Application Development, Customer Segmentation, Campaign Design

CERTIFICATES

**Google IT Support** – Coursera – *Sep 2022*

**Oracle Academy: Java Programming** – *Jan 2017*

**Diploma in Web Development** – Shaw Academy – *Mar 2016*

KEY PROJECTS

MIRSAL – CVM Campaign System

Conceived and designed the **concept and architecture** for an in-house telecom campaign management system. Defined the required **features, structure, and workflows** to automate targeted campaign delivery (SMS/Push) based on segmentation and customer behavior. This system reduced campaign setup time, improved targeting accuracy, and enhanced reporting capabilities for the CVM team.

CVM Specialist Intern – *July 2023 – December 2023*

- Assisted in mapping Omnichannel customer journeys across business segments.
- Used CSAT and VOC tools to analyze customer satisfaction trends.
- Supported segmentation and offer targeting for customer loyalty programs.
- Assisted in building campaign performance reports and dashboards, providing actionable insights to the CVM team.

KEY ACHIEVEMENTS

- Led BTL segmented campaigns with **average response rates above 30%**, surpassing telecom industry benchmarks.
- Increased **ARPU by 15%** in targeted customer segments through refined segmentation strategies.
- Reduced **churn risk by 10%** in high-value segments through data-driven retention initiatives.
- Initiated the **MIRSAL Campaign Management System** concept, providing the complete blueprint for structure, workflows, and requirements.
- Reduced campaign launch time by **25%** through optimized processes and ad-hoc data extraction.
- Delivered **CVM dashboards** (daily/monthly) that improved visibility on ARPU, churn, and campaign performance for senior management.

CORE COMPETENCIES

- BTL Campaign Design & Execution
- Customer Segmentation & Targeting
- Data Analytics & Insights
- Campaign Performance Evaluation
- ARPU & Revenue Growth Tracking
- Pre/Post Campaign Analysis
- Ad-hoc Data Extraction
- Performance Dashboard Development
- Cross-Functional Collaboration
- Operational Efficiency & Process Optimization