



RUQAIYA KHALID NASSER AL-OFI

Customer Lifecycle & CVM Specialist – Telecom Industry

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

TECHNICAL SKILLS

OBJECTIVE

Results-driven Customer Lifecycle & CVM Specialist with hands-on experience in telecom customer journey analysis, lifecycle optimization, and data-driven campaign execution. Proven track record at Vodafone Oman in mapping customer touchpoints, analyzing feedback (CSAT, VOC), and improving engagement across prepaid and postpaid segments. Passionate about enhancing customer satisfaction and retention by aligning cross-functional efforts with strategic business goals. Eager to contribute to Omantel's customer-first vision by delivering actionable insights, driving continuous improvement, and supporting business growth through advanced lifecycle management practices.

PROFESSIONAL EXPERIENCE

CVM Analyst – May 2024 – Present

- Designed and executed lifecycle marketing campaigns across different segments.
- Analyzed customer behavior and engagement to drive campaign adjustments.
- Built dashboards and generated lifecycle performance reports for management.
- Collaborated with cross-functional teams to enhance customer touchpoints.

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.

Programming: Python, SQL, HTML, CSS, Java, PHP, XML

Data Analysis & Reporting:
PostgreSQL, Oracle, PgAdmin, Excel

Tools & Platforms: CRM Systems, Google Analytics, Power BI

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 COMPETENCIES

- Customer Journey Mapping & Lifecycle Planning
- Data Analytics (SQL, Excel, CRM Dashboards)
- Campaign Optimization & Reporting
- Feedback & Satisfaction Analysis (CSAT, VOC)
- Telecom Customer Behavior Insights
- Cross-functional Collaboration & Communication

KEY PROJECTS

MIRSAL – Campaign Delivery System

Built a telecom campaign system that fetches customer data from Vodafone DB and delivers targeted campaigns (SMS/Push) based on behavior and lifecycle stage.

Medical Imaging Analysis – AI/ML

Analyzed x-rays and CT scans using machine learning to detect cancer tumors.

Food Recommendation Mobile App (ML-based)

Created a mobile system suggesting food based on medical conditions using ML models.

Thyroid Cancer Treatment Predictor (Ongoing)

Analyzing medical and management data to support decision-making in thyroid cancer therapy using data mining.