

RABIYA ASIF

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Ufone - PTML: Assistant Manager VAS/Product Development (Jan 2020 – Aug 2022):

Value Added Segment:

- Launched, and end to end management (commercial and technical) of the following DCB revenue streams for Ufone;
 - Spotify – music streaming app.
 - Codashop – In app gaming platform.
 - UArena – in app purchases and games.
- Worked on technical and commercial feasibility of Uadvance (Advance credit loan) integration with third party service provider.
- Enhancement of existing insurance portfolio by proposing family health insurance plan with forecasted incremental revenue upside of 1M per month.
- Worked on CRBT platform upgrade and migration and revamped the entire CRBT content promotional strategy.
- Identifying, developing, implementing & reporting end-to-end communication plan for entire VAS portfolio.
- Responsible for weekly VAS recon, digital, CVM and cross product promotional plans.

Product Development:

- Responsible for defining the overall product launch strategy from product idea scope design to post product launch testing and verification.
- Gathering and formulating the business requirements from Commercial (products and segments) teams into product requirement document.
- Responsible for e2e design (customer journey and process flow), testing (building user centric use cases) and deployment of products.
- Ensure product availability on all user channels; USSD, EVC (retail) SMS, IVR, Digital channels etc.
- Liaison with different stakeholders i.e. CBS planning, IN OPS, VAS Planning, VAS OPS, CRM, NSS, external partners, RA and BI teams to communicate the product scope and e2e solution.
- Ensure current product offerings and services run smoothly through support & maintenance of all stakeholders and departments involved.
- Work with all internal and external stakeholders for improving existing systems and processes to enhance engagement and customer experience on assigned products and portfolios.

Qubit Solutions Pvt Ltd: Marketing Manager (April 2019 – Dec 2019):

- Responsible for collaborating with marketing & sales teams to conduct in-depth quantitative and qualitative analysis to drive strategic decisions and set the way forward for the organization based on facts.
- Responsible for conducting product post-analysis and provide timely feedback pertaining to ongoing development in product to the management.
- Involved in end-to-end product launch cycle.
- Prepared and communicated the entire Offline and digital marketing plan.
- Handled social media, public relation efforts and product content writing.

LearnOBots Pvt Ltd: Business Development & Marketing Executive (May 2017 – March 2019):

- Prepared extensive business and financial plan for the company's core offering.
- Formulated growth strategies for the company based on extensive targeted market research.
- Brought new B2B clients on board, by completing the whole business cycle.
- Achieved monthly revenue/business targets.
- Articulated strategies to manage digital marketing content of the company.
- Developed company's product pricing Strategy.
- Brand management and external marketing campaigns.

Qineqt Pk: Financial Analyst (Feb 2016 – May 2017):

- Coordinated with content teams for back-filling data into company specific designed template and follow-up on U.S based client queries related to their investment decisions.
- Identified the impact of various company related external and internal news, using different statistical models on stock price movements and project future movements.
- Worked on product testing and development using JIRA and stock module.

EDUCATION

- **Master's in Business Administration , CGPA 3.29**
NUST Business School, NUST (June 2015)
- **Bachelor's in Business Administration, CGPA 3.92**
International Islamic University, Islamabad, (2013)
- **F.SC**
F.G College for Women, F-7/2 Islamabad, (2008)
- **Matriculation**
Pakistan international school, Jeddah, Saudi Arabia, (2006)