



Edwin Muguro

Born 21st of September 1988
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CERTIFICATES

Sales

The Certificate in Sales complements a student's degree and provides tangible evidence of rigorous academic and experiential preparation for a career in sales
Dec 2018

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ASSOCIATIONS

LANGUAGES

Swahili

Spoken: Native • Written: Native

English

Spoken: Fluent • Written: Native



INTRO

Personal Statement

Experienced and self-motivated Sales Manager with Eleven years of industry experience overseeing sales figures and new account developments. Bringing forth a proven track record of working collaboratively with sales teams to achieve goals, escalate revenue gains, and advance the sales cycle of the company.
A strong leader with the ability to increase sales and develop strategies to retain customers,
Career Objectives
To exercise integrity, professionalism and accountability in my line of work while at the same time applying my skills to promote positive change through quality products and service delivery.



WORK EXPERIENCE



Sales executive

Dr mattress kenya • Jan 2024 – Present



Sales and marketing executive

Kitchen Claire • Jan 2022 – Jan 2024



Key Accounts Manager

Hasbah Kenya Limited • Jan 2020 – Dec 2021

Hasbah Kenya Limited

RESPONSIBILITIES

- * Successfully managed a sales team of 10+ people to meet and achieve sales goals.
- * Developed and implemented sales plans to expand customer base.
- * Monitored the performance of sales team members and worked to increase sales.
- * Researched competition and developed strategies to stand out as a company against competitors.

ACHIEVEMENTS

- * Seamless coverage, distribution, new SKU listing into the market and new customer recruit in the country.
- * Locking new contracts that work for the customer and supplier to grow business exponentially.
- * Proper coverage, brand awareness and product distribution in TT market.



Field marketer

Britania Foods Limited • Jan 2017 – Jun 2017

Britania Foods Limited

RESPONSIBILITIES

Key Account Executive

ACHIEVEMENTS

- * Grew tier 2 stores by 58%-year 2017 vs 2018, Tuskys 18% 2018 vs 2019 and Naivas grew by 20% 2018 vs 2019.

* Proper SKU listing and successful marketing done in Carrefour, Naivas, Quickmart and tumainis
via good rapport. This included timely shopper activations and podium/display implementation.
* Became best sales person of the year 2018. Certificate awarded.

Limousine Driver

Aljarah Limousine • Feb 2015 – Feb 2016

Aljarah Limousine Qatar

RESPONSIBILITIES

Clients pick-up and drop-off at events and other destinations.

ACHIEVEMENTS

* I obtained a valid UAE driving license.

Team Leader

P&G Limited • Jul 2014 – Jun 2015

P&G Limited

RESPONSIBILITIES

Promotion supervisor and data analysis

ACHIEVEMENTS

* I passed on complete intelligence through team work to my team upbringing more leaders.
* Introduced templates to monitor our progress in the field.
* Introduced putting up of advertisements and displays at the hotspots in outlets to boost awareness and increase share of market in terms of value and volume

Field Marketer

Unilever Kenya Limited • Jan 2012 – Jul 2014

Unilever Kenya Limited

RESPONSIBILITIES

Product merchandising.

Product sale and display.

Market research.

Customer support via telephone and on site.

ACHIEVEMENTS

* Contributed to the increase in sales of Unilever products and service delivery.
* Positive change in the SOM value and SOM volume in my stores.

Mpesa Agent

Safaricom Limited • Feb 2011 – Jan 2012

Safaricom Limited

RESPONSIBILITIES

Promotion and road show representative.

Customer support and M-pesa Transactions.

ACHIEVEMENTS

* I delivered a complete solution on how to increase customer retention and sales of products through research.



EDUCATION



Business management

NAIROBI TECHNICAL TRAINING INSTITUTE • Jan 2009 – Dec 2012

O - LEVELS

Nyahururu Highway Secondary School • Jan 2005 – Dec 2008

A - LEVELS

Nyahururu Highway Primary School • Jan 1998 – Dec 2005



SKILLS

[Leadership skills](#) [Business development](#) [After sales](#)
[Sales performance tracking and reporting](#) [Sales management](#) [Public, corporate relations](#)
[Product knowledge](#) [Presentation skills](#) [Online sales](#) [Direct sales](#)
[Channel and vendor management](#) [Brand ambassador](#) [Consumer sales \(B2C\)](#)
[Customer service](#) [Brand management](#) [Team leadership](#) [Research planning](#)
[Product demonstration and promotion](#) [Office tools: Word, Excel, Outlook](#) [Negotiation](#)
[Customer relations](#) [Advertising](#) [Account management](#) [Marketing](#) [Sales strategy](#)
[Market research, intelligence](#)



HOBBIES



[Swimming](#)
[Reading mind opening books](#)
[Traveling](#)



LINKS



REFERENCES



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Jennifer Kinyua • Showroom manager Dr. Matress

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Peris Wanjao • Sales manager Britania biscuits now SC Johnson's

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