

CAREER PROFILE:

- A seasoned customer service, sales and marketing expert with over 9 years' experience supported by proven competencies in Sales and Marketing, Client Relationships and Account Management, gained in various sectors including Fast Moving Consumer Goods (FMCG).
- Credited for revenue growth, improved productivity, customer retention and a high rate of satisfaction among business clients.

KEY COMPETENCIES AND SKILLS

Resilient	Business acumen	Marketing and Branding	Brand Positioning
Market Research	Product Development	Marketing activations	New market penetration
Analytical Skills	Customer Acquisition	Communication Skills	Monitoring stock movement
Negotiation Skills	Sales strategies	Result Oriented	Merchandising

WORK EXPERIENCE

Karibu Flour Mills { Sales Representative}	October 2020 to Date
Kenya Airports Authority {Birds Scout Officer}	March 2020 to July
Kitui Flour Mills (DOLA) {Sales Rep}	September 2018 to March 2020
Golden Africa Kenya Ltd. (Merchandiser }	October 2016 to August 2018
Grain Bulk Handlers Ltd. {Weigh Bridge Clerk}	September 2014 to September 2016
Kenya Airports Authority { Birds Scout Officer}	March 2014 to June 2014
Kirindo Traders Limited {Accounts Clerk & Administrative Assistant	March 2013 to March 2014
Kenya Airports Authority {Birds Scout Officer}	May 2012 to February 2013
Barclays Bank of Kenya {Direct Sales Rep}	January 2008 to September 2008
Kenya Wildlife Service {Intern}	September to December 2004
Mobile phone warehouse {Sales and Marketing}	March to August 2006

OTHER EXPERIENCES INCLUDED

Field excursions to the following circuits: Rift Valley – Masai Mara, Lake Nakuru, Lake Bogoria, Lake Naivasha, Hell's Gate National Park, Coastal Circuit – Arabuko Sokoke Forest, Fort Jesus, Gede Ruins, Haller Park, Kaya Kinondo Forest, Marine Park, Tsavo East and West and Amboseli.

KEY ACHIEVEMENTS AND RESPONSIBILITY

1. WILDLIFE MANAGEMENT

- Tours and Travel Operation
- Education, Information and Enlightening Tourists
- Effective use of radio theory communications
- Setting out professionalism and diplomacy
- Giving environmental and conservation lectures
- Wildlife management
- Mini practicum at the animal orphanage, Nairobi Safari walk and Nairobi National Park.

2. MARKETING

- Achieve weekly, monthly and annual set sales target in volumes, margins and market share through creation and management of all demands of FCMG in the modern trade outlets in coast region.
- Defend share of shelf by maintaining high product management principle through focus, availability, listing, merchandising, shelf share and pricing.
- Achieve loyalty through enhanced customer satisfaction by ensuring in full, on time and error free service levels.
- Address clients concerns and ensure resolution of issues in timely manner with follow up when appropriate.
- Management of market information by timely reports and implementation of corrective actions .
- Ensure stock outs are prevented at all shops by providing replenishment of the stock on schedule once the order is confirmed
- Conduct all business transactions in a manner that coincides with the high ethical standards that the company maintains
- Retain accounts through the development of strong relationships with key decision makers
- Monitoring and reacting to competitor activities and pricing in customer outlets
- Debt collection by ensuring clients pay on time

EXTRA MURAL ACTIVITIES

- Tree planting and bird watching
- Member of Health and Safety team
- Member of Wildlife Clubs of Kenya

LANGUAGES

- Kitaita
- English
- Kiswahili
- Basic French

EDUCATION:

Qualification	Institution	Period
Bachelor of Business Management (BBM)	Moi University - Coast Campus	2013-2016
Diploma in Tourism and World Life Management	Moi University - Wildlife Clubs of Kenya	2005 - 2006
Certificate in Tour guiding and Administration	Centre for Tourism Training and Research (CTTR)	2004 - 2005

REFERENCES:

Noel Nyambu, Area Sales Manager Mombasa Golden Africa Limited, P.O. Box 2181 Mombasa. noelnyambu@gmail.com Tel.0711 681830	Mr. Joseph Lolepio Managing Director Squid Technology – Eldoret P.O. Box 5257, Eldoret. Squid.technology@gmail.com Tel: 0721 437561	Dr. Stanley Kavale, Coordinator SHRD, Coast Campus Moi University, P.O. Box 3735, Mombasa. Stanok8@gmail.com Tel: 0725 735069
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