

DANCAN ATONYA

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SALES AND MARKETING EXECUTIVE

Driving Commercial Success and Building High-Performing Teams in the Aviation and Hospitality Industries

Dedicated sales and marketing professional with over 8 years of experience in driving revenue growth, enhancing client relations, and implementing effective marketing strategies. Adept at identifying opportunities to increase profitability, developing structured business plans, and ensuring customer satisfaction in fast-paced environments.

KEY WINS:

- ▶ Led a team of collaborative members bagging both best customer service week 2023 and Best Station Safety Award.
- ▶ Surpassed 2023 sales target by 43%, achieving a sale of KES 198,760,544.00 despite challenging operations
- ▶ Recognized as a top Sales performer across the network in 2020 Q3, accomplishing 76% of the target and earning the Bronze Star Award.
- ▶ Distinguished as the 2nd best sales and ticketing agent in 2017 by Jambojet.
- ▶ Celebrated as one of the Proud Moment Winners of Customer Service Week 2020.

CORE COMPETENCE:

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|---------------------------------|------------------------------------|---|
| ✓ Strategic Sales and Marketing | ✓ Revenue Growth and Profitability | ✓ Born-Again Christian-Citam Rongai |
| ✓ multi-Territorial Sales | ✓ Market Trend Analysis | ✓ CRM and Digital Marketing Proficiency |
| ✓ Customer Satisfaction and | ✓ Relationship Building | ✓ Event and Exhibition Management |

PROFESSIONAL EXPERIENCE

Jambojet Airline | Eldoret, Kenya

Jun 2022 – Jun 2024

SALES AND OPERATIONS SUPERVISOR

Core Contributions:

- ▶ **Market Share Growth:** Spearheaded initiatives to explore new market opportunities and drive revenue growth. Successfully expanded market share by implementing creative sales strategies and identifying new business prospects, resulting in a 43% increase in sales.
- ▶ **Performance Management:** Led and motivated a team of sales and operations professionals to align with strategic business objectives. Conducted regular performance reviews and provided constructive feedback, which significantly enhanced team productivity and morale.
- ▶ **Strategic Planning:** Developed and executed comprehensive sales plans that aligned with Jambojet's overall business strategy. Adjusted tactics based on market trends and competitor activities to ensure the achievement of sales revenue targets.
- ▶ **Client Engagement:** Engaged with corporate clients, including companies, organizations, and Government agencies, through regular outside sales calls. Established and maintained strong relationships with key stakeholders to drive business growth and customer loyalty.
- ▶ **Forecasting and Planning:** Created and managed detailed internal forecasts and budgets. Coordinated logistics and developed short and long term plans to support sustained year over year growth.
- ▶ **Marketing Initiatives:** Leveraged market insights to support and optimize marketing
- ▶ **Initiatives.** Collaborated with internal teams and external partners to enhance the effectiveness of marketing strategies and campaigns.

Jambojet Airline | Goma, DRC

Nov2023 – Dec 2023

INTERIM SALES AND OPERATIONS SUPERVISOR

- ▶ Demonstrated exceptional financial acumen in managing the financial performance of the assigned route within my assigned period leading to a 60% Load factor leading to a substantial revenue increase.
- ▶ Successfully met both the first and second contributions on the route, maintaining consistent performance level
- ▶ Outperformed benchmarks set by MBA/KIS/EDL, indicating superior financial performance strategic management on the assigned route and in the assigned period
- ▶ Led a cross-functional team of 15 members, providing direction and support to achieve and exceed operations and sales targets

CUSTOMER SERVICE & SALES AGENTContributions:

- ▶ Consistently delivered exceptional customer service, resulting in increased customer retention and repeat business.
- ▶ Increased sales by 15% by offering tailored solutions and upselling airline reservations.

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Java House Africa, Wilson Airport | Nairobi, Kenya

Aug 2016 – Sept 2016

STEWARDCore Contributions:

- ▶ Ensured exceptional guest service and maintained the cleanliness of the restaurant, resulting in a 15% increase in customer retention.

Kenya Airways Limited | Nairobi, Kenya

Jan 2015 – April 2015

CUSTOMER SERVICE AGENT/GROUND OPERATIONSCore Contributions:

- ▶ Delivered premium customer service at all customer touchpoints, contributing to an improved overall 20% of customer experience.
- ▶ Managed passport and visa checks efficiently, ensuring smooth passenger acceptance and guidance to respective service areas.

EDUCATION & PROFESSIONAL DEVELOPMENT**Diploma in Marketing Management**, Indian Institute of Technology

Alison | 2024

General Data Protection Regulation (GDPR), Alison | 2023**Certificate in Customer Service Skills**, Alison | 2020**Certificate in Airline Passenger Service**, KQ Pride Centre | 2014**Certificate in Computer Studies**, Kitale College of Professional | 2013**Kenya Certificate of Secondary Education (KCSE)**, St. Josephs Boys High School | 2012**TECHNICAL SKILLS/TOOLS & TECHNOLOGIES**

Microsoft Office (Excel, Word, and PowerPoint & Outlook), Social Media Sites (Twitter, Facebook, YouTube, and LinkedIn & Instagram), Telephone, E-mail, Fax & Web chat,

PERSONAL INFORMATION**Nationality:** Kenyan**Gender:** Male**Languages:** English (Fluent), Swahili (Fluent)**REFERENCES**

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