

# JOSEPH KUHORA NDIRITU - RESUME

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## Professional Summary

Results-driven Senior Sales Executive with 10+ years of experience in Sales, Marketing, E-commerce, and AI-driven business strategies. Proven track record in exceeding revenue targets, building high-performing teams, and leveraging technology to optimize customer acquisition, retention, and operational efficiency. Seeking to apply expertise as a Community Sales Manager to drive growth and client success.

## Core Competencies

Strategic Sales & Revenue Growth, AI Applications (NLP, Data Analysis), SAP Business One & ERP Solutions, Digital Marketing & E-commerce Expansion, Leadership and Team Development, Client Acquisition & Retention, Product Launch & Market Penetration, B2B and B2C Sales Strategy

## Professional Experience

### Senior Sales Executive – Varjaz Manufacturers Ltd (2020–2022)

- Conducted market research → identified new business opportunities and gaps.
- Implemented sales strategies → achieved 40% revenue growth within 2 years.
- Managed key client accounts → ensured long-term loyalty and repeat business.
- Mentored a sales team → boosted efficiency and exceeded team targets.
- Launched 3 e-commerce stores → contributed 30% of total company sales.
- Executed digital marketing campaigns (SEO, Google Ads, Social Media) → improved conversions by 25%.

### Senior Sales Executive – Auto Industries Ltd (2019–2020)

- Executed marketing strategies → delivered 25% year-over-year profit growth.
- Sold 400+ motorbikes monthly → exceeded dealership sales targets.
- Developed sales enablement tools → streamlined acquisition process.
- Coordinated promotions and activations → improved product visibility across showrooms.

### Assistant Project Manager – Topline Marketing Agency (2018–2019)

- Oversaw project lifecycle delivery → ensured campaigns met timelines and budgets.
- Collaborated cross-functionally → delivered brand activations successfully.

- • Integrated client feedback → improved campaign quality and satisfaction.

## **Education & Certifications**

- B.A. Economics & Statistics – Kenyatta University
- Elite Innovator Certificate (Top 0.1% Global) – OpenAI
- Leadership & Mentorship Certificate – Kenyatta University
- CPA Section 2 (Ongoing) – Vision Institute of Professionals
- Advanced ICT Certification – Cloud Factory Academy
- Professional Certifications (Digital Marketing, Finance, Strategic Management) – Great Learning

## **Technical Skills**

- AI & Data: Prompt Engineering, NLP, Machine Learning Fundamentals
- ERP: SAP Business One – CRM, Inventory, Sales
- Finance Tools: QuickBooks, Sage
- ICT: MS Office Suite, Windows, Linux, Cybersecurity
- E-commerce: Amazon, Alibaba, eBay, Jumia
- E-Procurement: Tendersure, TenderSoko

## **Languages**

English (Fluent), Kiswahili (Fluent)

## **Referees**

Available upon request.