**First Name of Application CV No 1682364**

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**PERSONAL SUMMARY**  
Trustworthy, hardworking ,ambitious, highly motivated and energetic marketer with excellent marketing and business development skills with vast experience of working in competitive industries and successfully identifying, developing and managing new business opportunities within these markets.  
A good communicator and a team player, able to interact with customers and staff at all levels in a professional manner.

**CAREER HISTORY**

**January 2009 – 2010**

**Platinum Technologies Limited**

**Sales and Marketing Manager**

Involved in the strategic market planning for the companies services, as well as being in charge

of the sales team.

* Gathering sound and accurate market intelligence to understand new developments in the ICT markets
* Monitoring competitor activities and responding accordingly
* Managing the marketing team to achieve maximum profitable traffic volumes
* Actively seek out additional business form existing and new customers
* Follow up all corporate sales and advertising initiatives
* Prepare reports on non-performing by factors as frequency of stock discrepancies and levels of stock discrepancies.
* Prepare and provide management with reports on stock levels by markets, day, week and stock trend analysis
* Responsible for forecasting market trends.
* Involved in the training of new sales staff.

**November 2005– September 2008**

**Farmers World Limited**

**Area Sales Manager**

* Planning and monitoring operational staff in designated territory, ensuring maintenance of quality service standards and achievement of set sales targets.
* Planning and supervising seasonal operational activities such as commodity buying and seed / fertilizer subsidy programs.
* Planning and recruitment of seasonal and permanent branch staff.
* Conduct market research on customer satisfaction and monitor individual product sales trend.
* Analyze competitor products and activity and advise management accordingly
* Implementation of marketing strategies to grow business in my designated territory
* Conduct staff training for new recruits and refreshers for existing staff members

**PROFESSIONAL EXPERIENCE**  
  
**Marketing**

* Experience of territorial marketing, account management and client relations and retention.
* Writing detailed sales forecast report for senior company managers.
* Gathering industry data and analyzing spend patterns to highlight the potential for future growth.
* Communicating new products to potential clients.
* Proven ability to maximize sales opportunities by creating professional sales script and building rapport with potential new and also existing customers.

**Management**

* Willing to accept responsibility and be accountable.
* Created a regional sales reporting and performance monitoring system
* Monitoring and reviewing the performance of sales teams, to ensure targets are met.
* Responsible for monitoring sales levels and patterns on a weekly and monthly basis to identify and predict any potential problems.

**Interpersonal Skills**

* Stress Tolerance and able to maintain effective performance under pressure.
* Able to my put ideas clearly and confidently in speech.
* Able to prioritize tasks and able to work to deadlines.
* Determined to get things done, and find better ways of doing things.
* Able to adapt successfully to changing situations & environments

**ACADEMIC QUALIFICATIONS**   
  
Bachelor of Commerce Degree University Of South Africa 2011 – 2016

Diploma in Marketing London Chambers Of Commerce and Industry 2006 – 2007

**Other Skills**

Valid Driving License

**Computing Skills**

Word-processing, using databases, spreadsheets, Internet & email, Sound knowledge of computer

hardware and software

**Languages:** English, Chichewa