# SALONI

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BUSINESS MAJOR; INTERNATIONAL BUSINESS ADMINISTRATION - FINANCE

**OBJECTIVE**

Seeking a challenging career opportunity where my communication, management and organizational skills can be applied to promote growth and increase profitability

## KEY COMPETENCIES

* Analytical and creative thinking skills • Strategic planning and marketing strategy
* Ability to multitask and work under pressure • Budget management
* Good relationship building skills • Brand building
* Collaborative team player • Market research
  + Event management

## RELEVANT EXPERIENCE

**Mobilturi Kitchens, Mauritius - Brand Manager (October 2016 – September 2017)**

**Tasks and duties:**

**Kitchen Designing and Sales**

* *Designing 3D models* - using Insitu software, designing 3D perspective views based on client’s kitchen dimensions taking into consideration technical aspects, functionality, convenience, comfort and aesthetics. Making presentation to the client and convincing client to buy the idea
* *Sales* – made sales worth $34,200/- per month (6 kitchens every month worth $ 5,700/- per kitchen)

## Client Relationship Building

* Raising awareness at showroom level, guiding customer decisions about kitchens, convincing customers to buy the product, ensuring timely delivery, handling customer complaints, and providing after sales assistance

## Stakeholder Relationship Management

* Working with businesses, personal clients, architects, contractors and suppliers abroad

## Marketing

* Planning and executing various marketing campaigns through various media like newsprint advertising, outdoor advertising, in store advertising, email marketing and social media

## AutoXpress Limited, Nairobi, Kenya – Senior Marketing Officer (August 2013 – September 2016)

**Tasks and duties:**

* **Budgeting** - assisting in budget preparation and management for international brands:
  + AutoXpress - $350,000

 Pirelli – $175,000

 Dunlop – $80,000

* + Energizer – $40,000

 Bosch – $20,000

* **Car Service** - assisting in the development of marketing strategies for launch of Car Service; SWOT analysis, identifying key issues, analyzing competition, market research, pricing and positioning, identifying target market, establishing the USP, distribution plan, and marketing plan. Budget worth $10,000/-
* **Event Management** - Planning, coordinating and executing various events like motorshows, internal staff seminars, CSR activities, customer conferences, product launches, partnership launches, and golf tournaments. Participating in Autoshows like Subaru Festival, tradeshows and exhibitions
* **Sales Campaigns** - Developing marketing and brand building campaigns aimed at increasing sales and profit margins
* **Advertising** - Planning scheduling and coordinating of various advertising activities like radio campaigns, newsprint adverts, in-store branding and signage, billboard advertising and wall branding
* **Digital Marketing** - Managing digital marketing brand campaigns, including creative development, website refreshes, microsite development, email marketing and managing corporate social media pages (Facebook, Twitter and Instagram)
* **Customer Feedback -** Played a critical role in developing an online portal to manage customer feedback. Daily management of customer feedback and database handling

## Express DDB Kenya (an affiliate of DDB Worldwide), Nairobi Kenya – Senior Account Executive (October 2011 – May 2013)

Tasks and duties:

* + Thoroughly involved in planning and executing advertising campaigns that meet the client’s brief and budgets

*Clients handled:*

* + - KenGen ● Serena Hotels
    - CCK ● Consolidated Bank of Kenya (CBKL)
    - Kenya Literature Bureau ● Mabati Rolling Mills
    - Sameer Africa – Yana Tyres

*Major Achievements:*

* Successfully prepared and implemented a $75,000 budget advertising strategy for the launch of CBKL’s Corporate Bond Issue (July 2012)
* Successfully planned and executed an advertising campaign worth $70,000 for the roll out of CBKL’s Fusion Group Account (May 2012)
* Played an active role in coordinating the $80,000 re-launch of the Yana Tyre Center (Waiyaki Way) (December 2012 – February 2013)

## United States Agency for International Development (USAID), Nairobi Kenya

* Education and Youth Office Intern – (September 2010 – May 2011)

## EDUCATION

BSc (Hons) International Business Administration (IBA) at United States International University

* Nairobi, Kenya (January 2007 - December 2010)
  + Concentration: Finance and French
  + Grade Point Average (GPA) - **3.93/4.0 – Summa Cum Laude**

IGCSE “O” Levels at Kisumu Senior Academy – Kisumu (September 2002 – June 2006)

 1 A\*, 7As, 1 B

## HONORS AND AWARDS RECEIVED

* Top Student 2011 award for BSc in IBA from USIU
* Appeared on the Dean’s list every semester in USIU for superior achievement in coursework from January 2007 to August 2010
* High Achiever Award Certificate from Edexcel International for 2006
* Certificate of Participation for 31stLohana Sports & Cultural Festival in 2006 and District Youth Camp in 2004