**CURRICULUM VITAE**

**Gulfjobseeker.com CV No: 7128**

**Mobile +**971505905010 / +971504753686

To get contact details of this candidates

Submit request through Feedback Link

<http://www.gulfjobseeker.com/feedback/submit_fb.php>

**PERSONAL INFORMATION**

**DATE OF BIRTH : 06/11/1979**

**GENDER : FEMALE**

**NATIONALITY : UGANDAN**

**MARITAL STATUS : SINGLE**

**OBJECTIVE**

An ambitious, highly motivated and energetic sales executive with excellent marketing and business development skills. Experience of managing sales and merchandising for established retail outlets, franchises and international brands. A results orientated professional with a proven ability to get results, generate revenue, improve service as well as reduce costs. Over 10 years marketing experience of working in competitive industries and successfully identifying, developing and managing new business opportunities within these markets.  
  
**CAREER HISTORY**  
  
***SALES EXECUTIVE*** ***– Erimu Company Limited Uganda***  
**January 2011 - present**  
Involved in the strategic market planning for the companies services, as well as being in charge of the sales team. Organised merchandising operations and major events like promoting new store openings or product launches.

* Involved in managing office relocation from Ntinda to Kansanga.
* Proposed and gained the company’s Main Board acceptance to revised bonus schemes for sales staff.
* Reduced costs by merging software technologies through different departments.
* Involved in developing a new sales incentive scheme that was adopted across our company.
* Responsible for forecasting market trends.
* Making sure products and services are supplied to customers on time.
* Involved in the training of new sales staff.
* Increased average monthly direct sales from 150,000 to 300,000.

***MARKETING EXECUTIVE – Erimu Company Limited Uganda***   
**May 2009 - January 2011**  
Responsible for marketing a wide range of the company’s products which included fast moving consumer goods and consumer durables like clothes and toys.

* Represented the company at trade fairs and exhibitions.
* Launched and distributed company product to over 300 accounts.
* Involved in the recruitment, interviewing and training of over 30 national sales staff.
* Increased sales in my department by 500,000 in 18 months.
* Negotiated loyalty programme with our national vendors.
* researching the market for related products.
* Arranged client demonstration.
* Regularly liaised with our suppliers to ensure the progress of existing orders.
* Involved in the recording and administration of sales by forwarding reports and copies to the sales office.
* Provided customers with competitive quotations.

**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.

**KEY COMPETENCIES AND SKILLS**

Brand launch  
Business development  
Product advertising  
Loss prevention  
Planning  
Promotions  
Competitor analysis  
Site selection  
Negotiating  
Merchandising  
Key account management  
Staff development

**EDUCATIONAL BACKGROUND**

|  |  |
| --- | --- |
|  | **EDUCATION BACKGROUND** |
| ***2007*** | * CERTIFICATE IN HOSPITALITY/WAITRESS (YMCA) |
| ***1997-1998*** | * Uganda Advanced Certificate of Education (UACE) MUKONO TOWN ACADEMY |
| ***1993-1996*** | * Uganda certificate of Education (UCE) LIGHT COLLEGE KATIKAMU |

**SKILLS:**

Computer Literate Excellent command of both written and spoken English

Excellent proven and practical skills in customer services. And firefigh

**HOBBIES**

Carrying out research, Reading, Acting, Music, Writing, Travelling and cooking, attending seminers.