

**SALES AND MARKETING PROFESSIONAL**

Highly dedicated, honest, self assured and motivated individual with more than 12 years proven experience in Sales/Marketing & Customer Care, both in the US and East Africa, with a proven record in turning prospects into clients and achieving significant sales increases in record time. Core qualifications include:

<ul style="list-style-type: none"> <li>• Excellent Communication Skills</li> <li>• Persuasive Sales Talents</li> <li>• Ability to Create New and Organic Sales</li> <li>• Visionary with Entrepreneurial Drive</li> </ul>	<ul style="list-style-type: none"> <li>• Overcome Complex Business Challenges</li> <li>• Strong Consumer Focus</li> <li>• Self Starter</li> <li>• Analyze and implement dynamic marketing programs</li> </ul>	<ul style="list-style-type: none"> <li>• Strong Analytics</li> <li>• Tone and pacesetter for the business</li> <li>• Team Focus</li> </ul>
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**CAREER HISTORY**

<b>Maridadi Adventures - Malindi, Kenya</b>	<b><u>09/2015 to 07/2016</u></b>
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Is a travel and tour business with a unique concept to simply “Package vacations that turn leisure gate-aways into memorable Journeys ” for a bargain; specializes Selling Packages to Families, young professionals, and xpats targeting market from Addis Abeba to Kenya (Mombasa, Malindi & Tsavo National Park) :

**Founder** - 09/2015

Oversee all direct sales & marketing efforts of this privately owned Tour Co.

**Executive Highlights:**

- Developed a new business strategy that opened new market channels that includes the development of a website, creation of modern e-flyers and aggressive social media promotion campaigns luring new tourists to Coastal Kenya
- Established a strong relationships with business owners, managers and industry leaders that induced cooperation in free upgrading and flexible pricing
- Achieved initial start-up objectives in promoting visits from target market to Malindi and Mombasa

<b>Kenya-Airways ADD - Addis-Abeba</b>	<b><u>6/2011 TO 9/2014</u></b>
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Kenya Airways is the national carrier of Kenya with over 60 destinations in 4 continents, ranked fourth in Africa offering an extensive network of connected flights mainly across Africa

**Sales Executive**

- Responsible for insuring given target of 90% and above cabin factor for the 10 weekly flights to Nairobi and beyond, tackling/challenging circumstances in accord with Revenue Management –
- Meeting crucial deadlines reporting assessed market status and proved sales gains reporting directly to Area Manager
- Assisted in a broad scope of responsibility that included strategic marketing & Sales planning

**Executive Highlights:**

- Identified and lured (main prospects in target) predominantly from local travel agencies, embassies and organizations- AU & ECA by working closely with dept heads by updating them on emerging products and services through persuasive informal presentations
- Additional to achieving given monthly sales target, in June-July 2014 I was able to generate 5.5M Ksh from a Chinese shoe factory who sent returning 60Pax for training to CAN despite similar offer in price from ET who flies direct and EK who offered attractive amenities in DXB

- Stayed focused on market trends to identify and win new clients locally and internationally by attending influential events
- Responsible for the promotion and boosting Holiday Packages Sales by 35% annually to various destinations mainly supporting Kenya Tourism.
- Was able to drive the increase of KQ BSP agency sales from 2.5 million to 7.5 million ETB within first 6 months of hire

**Pro-of Performance Skills Training - Addis-Abeba**

**2009 TO 2011**

**Sales/Customer Service Training & Consultancy**

- Provided Professional trainings on contractual basis Predominately on Effective Sales and Customer-Service techniques to known businesses like Jupiter Int. Hotel, Atlefugn Hotel and Restaurant, Country Trading plc (Sole distributor for Red Bull, Akira, Stolischnaya vodka) Variety Restaurant, Eco Organic Fertilizer and Game Archade in Holy City etc...
- Coached front line employees to maximize performance through motivational training techniques and promising incentive programs elaborating on suggestive selling and how to create need to targeted prospects
- Closed the communication gap between lower level staff and management, enhancing open talks by conducting frequent short meetings that emphasizes on the importance of team work and its advantages
- Developed and delivered the tools and trainings necessary to give hospitality guests extraordinary service that improves repeat business as bottom line.

**ASTAR Advertising/Tewanay Studios-SC - Addis-Abeba**

**2007 TO 2009**

Astar is the first original African advertng and communication network Agency that compete with global agencies, which provides the highest standard of strategic and creative services to local, regional and global clients.

**Account Executive,**

- Work directly with top executives at ASTAR on ad campaigns being assigned on various ads and social communication projects for, Emirates, Money Gram, Bodywise (Gym), Engender Health, DKT, PSI Ethiopia, Oil Libya, Origin Water etc...
- Participated in creatives from conceptualization to completion of billboards, illustration brochures & prints; media & newspaper spots, and prints/posters of promotional labels accessories.
- Occasionally Assisted on Copywriting on social communication campaigns that relates to targeted audience meeting critical deadlines

**Jos Hansen & Soehne, Ethiopia Ltd. - Addis-Abeba, ET**

**2005 TO 2006**

Founded in 1952 the company contributes to the Ethiopian infrastructure since many decades by supplying technical equipment needed in the Health Sector, in Research Areas and in the Field of Education.

**Public Relations & Customer Service Manager**

- Devised methods to improve customer relations responding to requests and solving problems
- Acted as a liaison between customers and departments to assure quality product/service and timely delivery
- Launched the first total station training of its kind through door to door promotion and marketing to local construction companies
- Drew reports and sent out formal letters notifying stakeholders of the company's revised objectives
- Resolved a navigation system malfunction problem purchased for \$7M by the Ethiopian Mapping Agency in 2004, as inaccurate diagnosis and miscommunication between local representatives and our European Executives and Technicians paving the way to mutual understanding and better business relations.

**Naturally Yours - Washington D.C.**

**2003 TO 2004**

A superstore for alternative medicine-herbal supplements, vitamins, nutritional books and specialized nutritional items

**Sales and Supervisor**

- Effective salesmanship through long-term customer retention methods with 25 - 30% increasing sales margin considerably within a year.
- In charge of inventory management, weekly stocking and overseeing both sides of the company's accounts receivable and payable reporting directly to owner and Manager Mr. Fred Boldagi.
- Acquired knowledge on nutrition, herbal supplements and challenged cleansing programs in order to assist customers as accurate as possible

**American Society of Landscape Architects - Washington D.C.**

**1999 TO 2003**

The American Society of Landscape Architects (ASLA) is the national professional association for landscape architects, representing more than 15,000 members in 49 professional chapters and 72 student chapters. Members of the Society use the "ASLA" suffix after their names to denote membership and their commitment to the highest ethical standards of the profession.

**Customer Service Representative for Membership Department**

- Provided membership support to 15,000 active members using IMIS embership. database
- Processed and activated new memberships
- Contacted lapsed members via phone and email for reinstatement
- Worked closely with The Landscape Architect Magazine (LAM) subscribers

**EDUCATION**

Strayer University - Washington DC 1999-2003 -- Major-International Business  
DeKalb Tech -- Atlanta GA - Networking, programming and accounting 1995-1997

Cono Christian School -- Junior High boarding school Iowa - US (1988-1992)  
Lycee G/Mariam -- Addis Abeba Primary Private French School (1980-1988)

**LANGUAGE PROFICIENCY** - Fluent In Speaking Reading and Writing in **English, French and Amharic**