

Adoniyas Ayele

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Summary

Business success is built on **numbers**, **relationships**, and **strategy**—and I **excel in all three**. Starting with a strong foundation in **accounting**, I mastered **financial analysis** and **cost optimization**. Transitioning into **sales**, I leveraged **data-driven insights** to drive revenue growth and customer retention. My ability to **connect financial discipline** with **sales strategy** and **marketing innovation** makes me a valuable asset in any **growth-focused** organization. I'm not just looking for the next role—I'm looking to **create measurable success** across business functions.

Skills

Invoicing, Microsoft office, Marketing, Strategic Planning, MIS, Digital Marketing, Sales Management, Financial Analysis, Proofreading, KPI Tools, Financial Reporting

Education

Rift Valley University | Addis Ababa Accounting & Finance | 12/2020

- Graduated with a **CGPA** of **3.75**.
- **Dean's List** every semester.
- **Active participation** in group projects and presentations.
- Capable of obtaining an **additional** bachelor's degree concurrently.

Seamless University | Addis Ababa Business Administration | 10/2020

- Graduated with a CGPA of 3.44.
- Dean's List total of Seven Semesters.
- Participated in the Business Administration Internship Program.

Experience

ROSHAN TAARA SOLAR ENERGY SYSTEMS | Dubai Sales and Marketing Manager | 07/2022 - Present

- Design multi-channel marketing campaigns that increase customer acquisition and retention.
- Analyze sales and marketing data to improve the Return on Marketing Investment (ROMI).
- Developed a profit-focused budget allocation that improved marketing efficiency by 40%.
- Developed an SEO & content strategy that increased organic traffic.

Haleta LLC | Addis Ababa Content Manager | 10/2018 - 06/2022

- Prepared strategies for the digital marketing team.
- Controlling with appropriate KPIs.
- Writing and Proofreading.

Naif Electrical Installation PLC | Addis Ababa General Accountant | 11/2020 - 03/2022

- Implemented new accounting systems and procedures.
- Preparing and verifying daily reports, income/sales, journal entries, and deposits of receipts.
- Proficient in applying GAAP to ensure accurate financial reporting and compliance.
- Offering recommendations to management regarding changes in financial transactions as well as cash flow.