



JANET WANJIRU KARANJA

PROFESSIONAL SUMMARY

Experienced professional with focus on sales and marketing, specializing in driving revenue growth and brand visibility. Proven track record in developing strategic marketing campaigns and fostering strong client relationships. Utilizes creative problem-solving and analytical skills to deliver measurable results.

WORK HISTORY

March 2021 - February 2025

NAIVAS SUPERMARKET— Sales Assistant, Nairobi, Kenya

- Managed till operations for smooth checkout process.
- Ensured customer satisfaction by providing excellent service.
- Replenished stock on shop floor, achieving a well-organized display.
- Handled customer complaints, resolving them effectively.
- Assisted in inventory management, ensuring sufficient stock availability.
- Adhered to health and safety protocols for a safe working environment.
- Provided product information to increase customer knowledge base.
- Performed routine checks of expiry dates, maintaining fresh stock availability.
- Maintained clean store aisles to ensure safe shopping environment.
- Conducted price checks for accurate billing at tills.
- Greeted customers and offered assistance with retrieving and locating products throughout store.

July 2018 – February 2021

AMG REALTORS – Sales and Marketing Officer, Nairobi, Kenya

- Developed persuasive sales pitches for prospective clients to secure sales deals.
- Organized promotional events to increase visibility of listed properties.
- Gathered critical information about each property including photographs and descriptions for listing purposes.
- Conducted thorough market research to identify new business opportunities.
- Analyzed buyer's preferences to customize property recommendations accordingly.
- Created compelling content for marketing materials contributing towards



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EDUCATION

Bachelor of Arts, Peace and
Conflict Resolution

**AFRICA NAZARENE
UNIVERSITY, KENYA**

September 2012 - October
2015

GPA: 2nd class honors- Upper
Division

Certificate, Computer
Applications

**Massive Computer College,
KENYA**

January 2011 - August 2012

High School Diploma, K.S.C.E.
**NYERI BAPTIST HIGH
SCHOOL**, KENYA
January 2007 - November
2010

increased lead generation.

- Boosted brand awareness with effective social media campaigns.
- Maintained up-to-date knowledge of real estate trends, ensuring competitive advantage.

March 2016 - May 2018

SAFARICOM PLC - Sales Associate Nairobi, Kenya

- Assisted clients with product selection for improved buying experience.
- Resolved customer complaints with proactive problem-solving skills.
- Built lasting relationships with clients through friendly customer service interactions.
- Demonstrated product usage and features to customers.
- Processed transactions, ensuring accuracy at all times.
- Continuously improved product knowledge to maintain highest levels of service quality.
- Supported marketing initiatives by setting up promotional displays.
- Dealt with returns, ensuring customer satisfaction.
- Updated product labeling and pricing to reflect discounts and offers.
- Provided management constant feedback on client activity and market trends for informed decision-making.
- Welcomed customers and provided responsive assistance to improve store experiences.

SKILLS

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| • Familiarity with CRM systems | • Customer Service |
| • Decision-Making proficiency | • Data Entry |
| • Influential communication | • Problem- solving |
| • Board meeting preparation | • Strategic thinking |
| • Microsoft Office Suite | • Team Leadership |
| • Customer relationship management | |

REFERENCES

References available upon request.