






Margaret Kiragu

CONTACT

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SKILLS

- Strategic Marketing
- Effective Communication
- Organization and Detail-oriented
- Client service
- Customer service
- Face-to-face selling
- Sales strategies
- Acquiring clients
- Retention strategies
- Target-driven
- Sales expertise

LANGUAGES

English

Advanced

PROFESSIONAL SUMMARY

Driven Sales Representative with outstanding client service and strategic planning skills. Offering 6 years of experience in promoting network expansion and revenue growth. Highly skilled in account maintenance and customer service. Highly-motivated Sales Representative with reputation for meeting and exceeding sales goals. Skilled in marketing and data analysis.

WORK HISTORY

SALES REPRESENTATIVE 04/2023 - 08/2024
MAID CC - Dubai, UAE

- Generated new leads and opportunities to maximize revenue.
- Qualified prospects to determine future sales possibilities and improve conversion efforts.
- Built long-term relationships with customers and generated referrals from existing clients.
- Built focused new client networks, growing business opportunities and increasing revenue possibilities.
- Strengthened profit opportunities through targeted customer relationship development, continually meeting sales objectives.
- Achieved and exceeded sales targets in line with client growth across all products and services.
- Delivered professional sales presentations, creatively communicating product quality and market comparisons to prospective clients.
- Generated sales forecasts to inform resource allocation and project management.

MARKETING OFFICER 11/2020 - 02/2023
SAFEPAK LIMITED - Nairobi, Kenya

- Implemented marketing strategies through cold calling, courtesy visits, email and social marketing
- Paid courtesy visits and calls to existing and potential clients and made sure our rapport is maintained and retentained
- I organized and attended marketing activities or events to raise brand awareness
- Planned advertising and promotional campaigns for products or services on a variety of Media (Social, print etc.) which helped in reaching a large number of clients and got to know about our product
- I saw all ventures through to completion and evaluate their success using various metrics
- I prepared content for the publication of marketing material and oversee distribution to the end of our target market
- I conducted market research to identify opportunities for promotion and growth in the region as well as be on the know with my competitors activities
- Ensured that all marketing operations are successful in meeting the goals set by Management.

- Recruited new outlets that could add value
- Contacted new and existing customers to discuss needs
- Identified prospective customers ,lead generation and conversation
- Emphasized the features of products and highlighted how they solve customer problems
- Negotiated prices and terms and prepared sales agreement
- Collaborated with colleague in many different sectors
- Maintained contact lists and followed up with customers to continue relationship
- Conducted market research to determine a target audience needs,wants, habits, interests and other relevant factors
- Researching Previous successful campaigns to understand what worked and what didn't and what can be improved
- Ensured effective implementation of promotions as briefed from time to time
- Co-ordinated all assigned areas to ensure compliance to clients demand and ensure zero complains
- Followed all safety and risk management guidelines and policies and model best practices to associates.

EDUCATION

Diploma: Customer Service
Kenya Institute of Media and Technology – Nairobi, Kenya

Certificate in Computer Packages
Redeemed Gospel Church Computer College

Kenya Certificate of Secondary Education
Mugumo Girls High School

CUSTOM

Available upon request