



● ABOUT ME

Dynamic sales and marketing professional with a passion for driving growth and delivering exceptional service in the FMCG and hospitality sectors. Proven expertise in market analysis, customer acquisition, and relationship management, complemented by a strong background in strategic planning and brand promotion. Committed to achieving sales targets and enhancing customer satisfaction through innovative marketing strategies and effective communication.

● SKILLS

- Proficient in CRM software (Salesforce, HubSpot)
- Market analysis and research
- Digital marketing (SEO, SEM, social media)
- Lead generation and conversion
- Communication and presentation skills

● LANGUAGES

English | Swahili

● CONTACTS

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NAOMI WAMBUI MBAI

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📁 WORK EXPERIENCE

2012- 2017

● SALES & MARKETING EXECUTIVE -FANAKA REAL ESTATE

- Develop and implement marketing strategies to promote real estate properties.
- Conduct market analysis to identify target audiences and market trends.
- Manage customer relationships and ensure client satisfaction.
- Lead generation and conversion through various digital marketing channels.
- Prepare and deliver presentations to potential clients and stakeholders.

2011- 2009

● SALES MANAGER - BAKHSONS DISTRIBUTORS LTD.

- Oversaw the sales and marketing team, driving growth and market penetration.
- Conducted market research to inform product development and promotional strategies.
- Developed and maintained relationships with key clients and partners.
- Implemented digital marketing campaigns to increase brand awareness and sales.

2009 - 2003

● SALES & ORDERING SPECIALIST - HYPERMARKET

- Managed sales and ordering processes in a hypermarket setting.
- Provided exceptional customer service and handled customer inquiries.
- Monitored inventory levels and coordinated with suppliers for replenishment.
- Analyzed sales data to inform stock and order management.
- Assisted in promotional activities to boost sales.

🎓 EDUCATION

KCA University, 2017-2021

● DIPLOMA IN BUSINESS ADMINISTRATION

Second Class Upper Division

👤 REFERENCES

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