

KAMIHELA NG'OMBE

PROFILE

I am a Marketer and Customer Value Specialist with extensive experience in the commercial field who specializes in problem solving with 10+ years in supervisory and managerial positions in Sales and Marketing. I am a fast and adept learner, quick to adopt new technologies, and have a track record of being an essential part of the management team, instrumental in providing effective solutions that produce immediate impact, and contribute positively to my establishments' long-term success.

Additional skills include Business Analytics, Digital Marketing, Salesforce Administration, Power BI Dashboards, and Web Application Development backed by experience and training in respective disciplines

KEY SKILLS

- Budget management
- Business Analysis and forecasting utilizing Machine Learning
- Power BI Admin
- Salesforce Marketing Cloud Administration
- Infobip Administration
- Quality assurance
- Sales Planning and Forecasting
- Direct/Targeted Communications

ACTIVITIES AND INTERESTS

- Graphic and Web Design/Development (specializing in CSS, JS, MySQL, & PHP)
- Crypto Currency
- Farming
- Travel and Sightseeing
- Great food
- Boxing

WORK EXPERIENCE

Customer Value Specialist

MultiChoice Malawi | Blantyre (Aug 2022 – Present)

- ❖ Business Analytics primarily focused on past business trends, current business environment and forecasts, supporting Business Growth.
- ❖ Identifying Market Trends, Consumer Behavior and profiling, and establishing Insights supporting business activities
- ❖ Implementation of loyalty programs and rewards schemes in-market
- ❖ Develop and execute campaigns oriented to cross-sell and improve Customer Active Days
- ❖ Ensure appropriate resource allocation within the Customer Value Management to achieve mid and long-term Business Objectives

Projects Manager

MultiChoice Malawi | Blantyre (Feb 2020 - Aug 2022)

- ❖ Primary focus on cross selling of products, mainly targeting the "90 Day Active" subscriber base, Customer Retention Management, and Value Addition
- ❖ Measure project performance using appropriate tools and techniques, while performing risk management to minimize project risks
- ❖ Execution and monitoring of Targeted Customer Retention Campaigns.

Sales and Distribution Manager

MultiChoice Malawi | Blantyre & Lilongwe (Dec 2017 - Feb 2020)

- ❖ Development of campaigns for subscription and hardware sales for both GOTv and DSTv Brands
- ❖ Managing Points of Sales through partnerships and bundling complimentary services and products
- ❖ Developing and managing Direct Sales Force Teams in assigned territorial zones through appointed Team Leaders to achieve set targets

WORK EXPERIENCE CNT'D

Account Relationship Manager - Corporate Banking Sales

FDH Bank Limited | Lilongwe (Jun 2017 - Dec 2017)

- ❖ Customer Acquisition, Deposit Mobilization, Loan Management, and overall Sales and Relationship Management for Corporates, Government Entities, and Non-Government Organization (NGO's) portfolios

Marketing Manager

FDH Financial Holdings Limited | Blantyre (Jun 2016 - Jun 2017)

- ❖ Manage and execute Brand activities for FDH Group and respective Business Units
- ❖ Communication and Advertising execution, supporting the Public Relations/Corporate Affairs function
- ❖ Overseeing Design and Production of all brand materials and digital presence
- ❖ Identify, understand and exploit new and existing relevant media channels
- ❖ Implement all consumer promotions in the market per assigned portfolio

Marketing Executive

FDH Financial Holdings Limited | Blantyre (May 2012 - Jun 2016)

- ❖ Public Relations, Media Channel Monitoring, and Advertising Management (Digital and Print Media)
- ❖ Execution of agreed brand awareness campaigns for FDH Group and respective Business Units
- ❖ Produce quarterly journals on Communications Campaigns for FDH Group and respective Business Units
- ❖ Website management and Social Media Management for FDH Group website
- ❖ Performing Market Researches, both Primary and Secondary researches
- ❖ Secretary in Corporate Social Responsibility Committee - FDH Group

Marketing and Sales Executive

Medical Aid Society of Malawi (MASM) | Blantyre (Mar 2011 - May 2012)

- ❖ Sales and Customer Relationship Management (B2B and B2C Clients)
- ❖ Public Relations and Media Management
- ❖ Sourcing and Management of Advertising for Print Media and Digital (website & Social Media)
- ❖ Platinum and Super VIP MASM Accounts management

EDUCATION

Microsoft Power BI Data Analyst - 2024

Microsoft

The Complete Web Developer in 2023: Zero to Mastery - Ongoing

The Business Intelligence Analyst - 2022

The Complete Digital Marketing Course - 2021

Udemy, Inc - online learning and teaching platform - Ongoing

Certificate in Customer Service Management

Malawi Confederation of Chambers of Commerce and Industry - 11 May, 2011

Certificate in Marketing Management, Branding, and Strategy Development

Hill & Stone Consulting Group/TEVET Workshop - March, 2011

Bachelor in Business Administration

University of Malawi - The Polytechnic, 2007 - 2010

IGCSE Cambridge - "O" Level, 1 A*, 6 B's

Central High Secondary School, 1999 - 2004

REFERENCES

- **Mr. Kawawa Msapato**
Head of Personal and Business Banking
FDH Bank Limited
P.O. Box 512
Blantyre
- **Mr. Charles Bello**
Chief Executive Officer
FINCA Malawi
Henderson Street,
Private Bag 382
Blantyre
- **Dr. Ulemu Katunga**
Financial Controller/Company Secretary
Medical Aid Society of Malawi (MASM)
P.O. Box 1254
Blantyre