

Henok Berhanu

Customer Support, Marketing Manager, SMM

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📍 Addis Ababa, Ethiopia

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Profile

A strategic Marketing Manager with a proven ability to develop and execute different levels of marketing campaigns that leverage social media, analytics, and influencer partnerships to drive acquisition and retention. Passionate about data-driven decision-making and staying ahead of industry trends. Currently leading marketing initiatives for Addis Bank and EYEA while applying customer-centric insights gained from my experience at Zebib Transport company.

Eager to apply my diverse marketing expertise to lead a dynamic team and grow together!

Professional Experience

Customer Service Officer, Addis International Bank 11/2022 – present | Addis Ababa, Ethiopia

- Supported the development and execution of 6+ multi-channel marketing campaigns for Addis Bank, focusing on new product launches and driving customer acquisition.
- Provided exceptional customer service, consistently exceeding satisfaction ratings and resolving customer inquiries daily.
- Built strong customer relationships by proactively addressing concerns and offering personalised solutions.
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- Developed clear and concise reports, visualising key performance indicators for branch operation department.

Marketing Manager, Ethiopian Youth Entrepreneur Association 06/2023 – present | Addis Ababa, Ethiopia

- Revamped social media presence and increasing organic engagement
- Collaborated on influencer outreach programs.
- Planning and execution of marketing events.
- Analysed data:s to identify trends and inform future marketing strategies.
- Work closely with social media influencers like Tiktok, YT, IG to advertise the EYEA brand.
- Budgeting for events and campaigns.
- Work closely with printing companies, branding companies, and venue rental companies.

Marketing Manager, Zebib Transport PLC 09/2020 – 10/2022 | Addis Ababa, Ethiopia

- Develop and implement marketing strategies for customer acquisition and retention
- Managing SM posts, activities, and campaigns.
- Collaborate with influencers to create brand awareness and adoption
- Follow up the marketing metrics, tracking performance, and use the data to make decisions.
- Organize and hosting events
- Weekly meetings with senior managers to communicate marketing goals and align with the business activities.
- Training team members when we have new adoption in the company.

Senior Marketing Specialist, Zebib Transport PLC 09/2019 – 08/2020 | Addis Ababa, Ethiopia

- Content creation
- Overseeing marketing strategies, analysing market trends, and developing tactics to promote the company.
- Assisting the sales team in creating business development plans and offering strategic input to aid in the sales cycle.

- Overseeing company participation in various trade shows and conferences.
- Provide advice to marketing manager on marketing approaches, working across the marketing team and other specific marketing leads to establish ways to embed a culture of audience driven marketing.

Junior Marketing Specialist, Zebibe Transport

10/2018 – 08/2019 | Addis Ababa, Ethiopia

- Market research
- Contacting clients
- Support senior marketing manager
- Meeting summaries
- Assisting with the planning development executions of marketing plans.
- Supporting internal and external event.

Education

Accounting And Finance, Unity University

09/2018 – 11/2021 | Adama, Ethiopia

- GPA: 3.7
- Captain of graduation committee
- English club vice president
- Facilitator of sponsorship for charity club

Masters of Marketing Management,
Ethiopian Civil Service University

10/2023 – present | Addis Ababa, Ethiopia

Languages

English	●●●●●	Amharic	●●●●●
Afan Oromo	●●●●●	Guragigna	●●●●●

Certificates

Google Ads - Measurement Certification [↗](#)
Google Ads - Measurement Certification

Blockchain and P2P Fundamental
Beginner

Basic use of Google Workspace for Education Fundamentals [↗](#)
Basic use of Google Workspace for Education Fundamentals

Skills

Communication	●●●●●	Affiliate Marketing	●●●●●
Customer Support	●●●●●	Data Analysis	●●●●●
Product Marketing	●●●●●	Competitive Intelligence:	●●●●●
Social Media Strategy	●●●●●	Behavioral Psychology	●●●●●
SEO/SEM	●●●●●	Reporting	●●●●●
Content Creation	●●●●●	Email marketing	●●●●●
Digital advertising	●●●●●		