



Elizabeth Ng'ang'a

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● WORK EXPERIENCE

10/01/2021 – CURRENT Nairobi, Kenya

BUSINESS DEVELOPMENT MANAGER PATIO GAS HEATERS

- Market Expansion: Develop and implement strategies for expanding the company's market share in the residential, commercial, and industrial gas heater markets, targeting new regions and sectors.
- Sales Growth: Drive revenue growth by identifying and pursuing new business opportunities, negotiating and closing deals with distributors, wholesalers, contractors, and large-scale clients.
- Customer Relationship Management: Build and maintain strong relationships with key customers, ensuring high customer satisfaction and loyalty through regular follow-ups, product support, and feedback collection.
- Market Research and Analysis: Conduct thorough market research to identify emerging trends, customer needs, and competitive analysis in the gas heating industry to inform strategic decisions.
- Sales Forecasting and Reporting: Monitor sales performance, analyze business trends, and provide regular reports and forecasts to senior management, adjusting strategies as needed to meet targets.
- Contract Negotiations: Lead negotiations for large contracts and long-term supply agreements with clients, ensuring favorable terms for the company while meeting client needs.
- Product Knowledge and Training: Stay up to date on the latest gas heating technologies and trends to educate internal teams, sales representatives, and customers, ensuring accurate information and effective selling strategies.

04/08/2015 – 24/12/2020 Nairobi, Kenya

BUSINESS EXECUTIVE ROYAL MEDIA SERVICES

- Contact potential clients to describe advertising opportunities. This usually takes the form of cold calling over the telephone but may involve face to face contact at presentations, meetings and business lunches or dinners.
- Contact existing clients to arrange the placement and-design of advertisements they have agreed on and ensure an ongoing relationship
- Research client needs and explain the benefits of buying advertising space, responding to any objections.
- Explain pricing costs to potential clients and negotiate a fee if necessary.
- Account manage an existing client to ensure their needs are satisfied and they are happy with the service.
- Work with production teams to ensure that agreed advertisements are carried in the right place and at the right time.
- Track purchases and keep record of sales, contacts and deals.
- Attend industry events, exhibitions and conferences,meeting potential and existing clients.
- Work to maximize sales and meet targets.
- Deliver sales reports to management.

ACCOUNTS OFFICER UNITED BANK OF AFRICA

- Client acquisition, management and retention of existing client relationships. Aggressively market-the banks products to ensure favorable market response
- and optimum build up revenue
- Assisting customers to fill in account opening forms and filling in the KYC (know your customer) form.

- Ensure the reactivation of dormant accounts-and relationships to improve deposits, liability, growth and profitability.
- Preparation of sales reports-daily, weekly and monthly

09/07/2010 – 26/08/2013 Nairobi, Kenya
SALES AND MARKETING EXECUTIVE UPESI TECHNOLOGIES

- Maintain existing business relationships through continuous client follow up, responding to client inquiries and resolving problems on their behalf.
- Identify sales prospects and contact these and other accounts as assigned
- Prepare an individual sales forecast each week and submit the same to the Manager in charge of sales

08/2008 – 12/2008 Nairobi, Kenya
COMMUNITY SERVICE NAIROBI WOMENS HOSPITAL

- Feeding patients
- Housekeeping
- Counseling patients
- Data entry

● LANGUAGE SKILLS

Mother tongue(s): KISWAHILI | KIKUYU
 Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● EDUCATION AND TRAINING

10/11/2020 – CURRENT Nairobi, Kenya
MASTERS IN BUSINESS ADMINISTRATION Kenya Methodist University

06/05/2006 – 21/08/2010 Nairobi, Kenya
INTERNATIONAL BUSINESS ADMINISTRATION United States International University

06/03/2006 – 06/06/2006 Nairobi, Kenya
CERTIFICATE IN COMPUTER PACKAGES IAT College

07/01/2002 – 25/11/2005 Nairobi, Kenya
KENYA CERTIFICATE SECONDARY EDUCATION St Lucie Kiriri Secondary School

● KEY SKILLS

- Communication and Interpersonal Skills
- Good Intercultural Communication
- Problem Solving skills
- Ability to work under minimum supervision
- Hard working and innovative High level of integrity
- Excellent, numerical, analytical and reporting skills
- Fast learner, patient, reliable, well organized and able to meet deadlines
- Excellent computer skills Direct marketing/selling skills

Dr. Elizabeth Warui

Group Managing

Director Patio Gas

Heaters Kenya

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