

ANNETTE .T. MARSAANO

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CAREER OBJECTIVE

To become efficient in every area assigned to me in my career and field of study,
To contribute immensely towards the growth, success of organizational vision and
making full use of my expertise and knowledge both from experience and studies.

EDUCATION

2021	Executive Certificate in Strategic Human Resource Management HR Certification Center
2021	Executive Mastery Certificate Labour Law and Application
2020	Certificate Strategic Planning and Effective Goal Setting Executive Workshop
2020	Certificate Managing Employee Contract Agreement

2020	Certificate
	Effective Performance Management
2019	Certificate
	Entrepreneurship
	CEIBS
2006	Certificate
	Public Relations, Advertising, Marketing/ Ghana Institute of Journalism
2007-2008	Professional French/ Alliance Francaise
2003-2004	Professional Certificate in Microsoft Applications (APA)/ National Institute of Information & Technology
1998-2000	General Arts (Geography, Economics, French), SSCE/ OLA Girls Secondary School

SKILLS

- Good and effective communication
- Excellent Customer care skills
- Results oriented
- Team builder either as a leader or team member
- Liaises with both the company and its clientele
- Analytical and positive behavior towards work

KEY COMPETENCE

- Great public relations skills
- Excellent written and verbal skills in English
- Customer service and marketing skills

- Implementation skills
- Great initiative skills
- Team player
- Team Leader

WORK EXPERIENCE

DATE: November 2004-2010

Forever living Products Limited (Customer Care/Front Office Manager/ Sales Assistant)

- Processed orders, responding to and handling customer calls
- Mobile sale and distribution of products at various sales point
- Assisting customers with their orders and complaints
- Doing follow-up on customers
- Treating Customers to good customer service
- Assisting with organizing presentations and presenters
- Serving customers with products
- Maintained organized and presentable merchandise in driving continuous sales
- Consulting to individual customers mainly on the complan and product knowledge

DATE: JULY 2010-NOVEMBER 2010

Reality Vacation Innovations (Telemarketer)

- Telemarketing, thus calling clients daily to sell Companies Product/ Service
- Inviting Clients for company's Presentation

- Making sure that front office was well managed by the Receptionist
- General office practice

DATE: AUGUST 2011-NOVEMBER 2011

Crystal Investment Group (Assistant Marketing Manager)

- Locating Clients
- Achieved goals thereby beating target most times
- Selling and promoting merchandise to Client
- Presentation on products to clients (one on one)
- Mobile sale and distribution of products within and outside of Accra
- Setting monthly targets for my department
- Handling of Petty Cash
- Training new staff on products and product sales

DATE: MARCH 2012- FEBRUARY 2014

Forever living products limited (Customer Care Manager)

- Handling of Customer commissions hand in hand with the accounts department
- All forms of customer enquiries which couldn't be solved by front office was reported to me
- Managed presentations and organized presenters
- Write daily report on all my activities
- Offered great customer service/ satisfaction on a daily base
- Following up on all our clients
- Managed our intranet, thus generating of customer password etc.
- Managed customer bank details

- Assist in events both in and out of the office
- Consulting with Country Director and his then P.A to ensure all complaints and suggestions were carefully handled
- Implementing and assisting to develop database in managing clients
- In charge of handling foreign clients
- Responding to customer emails and handling calls
- Liaising with management on proper customer satisfaction and making sure to detect any shortcomings of our services to clients, hence aiding create better customer relations.

DATE: FEBRUARY 2014- JUNE 2021

Max International LLC (From Customer Ambassador to Customer Service Manager)

- Assisting front office
- Placing customer orders
- Responding to customer emails and calls
- Consulting to customers on our products/ compensation plan
- Mobile sale and distribution of products in other regions and abroad
- Organized events (formerly)
- Creating contacts for the company with regards to basic task like “Rubbish Collection”
- Helped manage the kitchen/ cleaning
- Purchased stationery and others....
- In charge of training staff on compensation plan and customer service
- Implemented and assisted in developing proper ways of communicating with clients through the aide of mobile network provider (MTN)

- Measure number of mistakes by each ambassador to be handled during meetings
- Ensure ambassadors are well trained and service customers promptly
- Train on customer relation management and communication
- Train each ambassador on Max's ordering system
- Ensure each ambassador has product knowledge
- Measure number of orders entered into system
- Reward program
- Discuss suggested changes with GM and Assistant GM for implementation
- Review suggested box on a regular basis
- Liaise with leaders on a regular basis
- Work on employee Schedule and Premiums

DATE: JULY 2018 - June 2021

Max International LLC (Head of HR)

- Handled recruitment and selection of staff
- Managed Onboarding procedures
- Managed training and development together with department heads of employees assigned
- Initiated, managed and monitored employee performance, employee relations, compensations and benefits, time management (using the clock in system), employee wellbeing and safety
- Enforced disciplinary actions, advocating diversity, equity among all staff members and the all-inclusive mantra at the workplace
- Introduced the use of Circulars in pushing and announcing important company updates
- Developed a 2-page manual as guide for customer experience staff

- Developed an organogram for proper workflow and channels of communication
- Developed a receipt for delivery, purchase and issuance of merchandise
- Developed JDs with the help of regional and department heads for all max employees, right from country director, senior management, regional managers down to security
- Assisted KPMG in March 2021 to work on implementing some of their recommendations for all department
- Managed staff evaluation processes
- Assisted Internal audit department in implementing Integrity awards, encouraging staff to be of good conduct and behavior and encouraging productivity
- Developed a step-by-step approach in handling complaints (1 page manual)
- Developed a customer experience management policy and procedure manual for the customer care department
- Developed a manual on how each department develops policies and procedures
- Developed and put together an HR manual for use by all (a manual that showed how employees were expected to handle their various jobs, what was expected of each employee, processes to go through for pay raise, channels of communicating, manual that showed each employs do and don'ts at the workplace, how to seek for employee loans, leave, excuse duty, benefits and entitlements, retirement and severance benefits among others)
- Implemented a monthly, quarterly, yearly etc. meetings within all departments to enforce uniformed organizational culture, uniformed workflow, to make sure everyone understood their various roles and were executing appropriately among others

HOBBIES

Reading

Surfing the Internet

Watching short Comedy

Travelling

Meeting people

Listening to music

PERSONAL DETAILS

Nationality

Ghanaian

Marital Status

Married

LANGUAGES SPOKEN

English,

Twi,

Basic Ga,

Basic French

ACHIEVEMENTS

- Senior House Prefect, Prince of Peace Academy, Madina
- Table Head, OLA Girls Secondary School, Ho
- Class Representative NIIT, Lapaz
- Class Representative, Alliance Francaise, Airport

- Lead person in implementing and developing procedures at latter employment
- Assisted in setting up the max Ghana office due to my prior experience from similar company

REFEREES

Written references available upon request.