### **Pascal Tuyishime**

**Haatso Atomic Road, Accra, Ghana** | **+233 542-521-283** | **pacinot@gmail.com**

### **Professional Summary**

Results-driven Marketing Management graduate with over 5 years of experience in sales, marketing, and business development across various industries, including hospitality, recruitment, and manufacturing. Proven expertise in lead generation, proposal writing, outbound cold calling, customer relationship management, and strategic marketing. Known for adaptability, problem-solving, and delivering measurable results.

### **Key Skills**

* Sales & Business Development
* Marketing Strategy & Social Media Promotion
* Negotiation & Consultative Selling
* Customer Relationship Management
* Software Proficiency: QuickBooks, MS Office, SPSS, ASANA
* Airline Systems: Amadeus, CISCO SITA

### **Professional Experience**

#### **Sales and Marketing Leadership**

* Expanded customer bases and secured partnerships with 20+ companies through consultative sales strategies.
* Managed advertising campaigns, generated leads, and increased revenue for billboard advertising and other marketing ventures.
* Negotiated and closed contracts for consumer electronics, luxury products, and services, consistently meeting or exceeding targets.

#### **Customer Relations & Business Growth**

* Built strong relationships with clients in construction, design, and architecture to drive product adoption.
* Provided exceptional after-sales support and developed tailored solutions for client needs.
* Screened, interviewed, and placed 200+ candidates in white-collar, and blue-collar jobs positions for a recruitment company.

#### **Marketing & Promotional Campaigns**

* Designed and executed proposals and social media campaigns to promote traditional and digital billboards.
* Organized presentations for 100+ companies, resulting in improved brand visibility and new business opportunities.
* Collaborated with creative and technical teams to ensure successful execution of marketing initiatives.

### **Key Projects**

* Secured agreements with a regional airline for hotel accommodations during flight delays, and it significantly increased client retention.
* Led a water sanitation mapping project in Liberia, collecting critical data using GPS and specialized software.
* Promoted luxury consumer electronics, achieving weekly sales of 3 to 5 LED TVs, and 2 to 3 orthopedic mattresses.

### **Education**

* **B.B.A in Marketing Management** – All Nations University College, Koforidua, Ghana
* **A.A in Human Resource Management** – Stella Maris Polytechnic, Monrovia, Liberia
* **Advanced General Certificate of Secondary Education** – APRED, Kigali, Rwanda

### **Languages**

* English: Full Professional Proficiency
* French: Full Professional Proficiency

### **Certifications & Additional Information**

* Driving License (B Category)