

RYAN WANJE

Nairobi, Nairobi County

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PROFESSIONAL SUMMARY

I am a dependable, result oriented professional with over 7 years of experience in sales and marketing with an educational background in business management and development. I am seeking for an opportunity in a dynamic and innovative company where I can contribute to its growth by boosting sales and building a long-term trusting relationship with its clients.

WORK HISTORY

THE NAIROBI WINE GALLERY Sales & Marketing Executive

September 2023

- Represented the company in major international wine events in the country (Gambero Rosso, WOSA) and established The Nairobi Wine Gallery brand as one of the wine powerhouses in the Kenyan Wine Industry.
- Spearheaded brand partnerships with other companies e.g Global Tilapia to come up with promotional packages which led to new customer acquisitions and broadened our brand to new markets.
- Planned and coordinated in-store promotions, wine tastings and special events to drive foot traffic and increase overall sales by 25%
- Managed social media accounts and online marketing campaigns leading to 20% growth in online engagement and a 10% growth in online sales.
- Conducted market research and analyzed sales data to identify emerging trends and customer preferences, adjusting inventory and marketing strategies accordingly.

TEVAT LIMITED Marketing Associate

January 2023 - June 2023

- Actively initiated the super-saver campaign by coordinating with petrol station management to launch promotional fuel discounts in over 50 petrol service stations in the Nairobi Eastlands region.
- Assisted in thoroughly training petrol station staff and pump attendants to coordinate in promoting awareness and implementing the supersaver campaign effectively.
- Developed and ensured correct POSM (Point of sale materials) placement by brand ambassadors stationed in each petrol station.
- Incharge of ROI (Return on investment) through regular assessments to compare revenue generated against the cost of the marketing activities and making necessary adjustments.
- Conducted frequent market research on shifting trends, competitor activities and target market buying behavior, analyzed the data and provided necessary insights to support marketing strategies.

TOP UP MAMA
Sales Team Lead

March 2022 - December 2022

- Managed and supervised a team of 5 Trade Development Representatives in to onboard more than 200 modern trade and general trade restaurants in Nairobi West Region.
- Created long-term relationships with restaurant owners to consistently supply them with restaurant supplies, liaising with dispatch in real time to deliver accurate orders.
- Demonstrated solution based strategies to curb delayed deliveries hence minimizing returns to increase the team sales performance by 30% within 2 months generating over 400k net revenue weekly.
- Actively analyzed KPI data to identify shifting market trends and competitor activities so as to quickly adapt and stay competitive.
- Drove team to consistently exceed critical KPI's and win the Best Selling Region award 2022 by leading in sales, customer acquisition and retention.
- Introduced van sales strategy in Nairobi West Region to boost revenue growth by 50% generating over 2.6 million net revenue.
- Shared and presented accurate team sales reports highlighting each days achievements against set targets.

TOP UP MAMA
Trade development representative

November 2021 - February 2022

- Led in new customer acquisition and retention by 100% with a daily goal to increase existing customer basket size.
- Built relationships with existing customers by frequent follow ups and assessments on quality of goods and services provided.
- Monitored, reported competitor activities and outlined recommendations in detailed reports on how to stay competitive in the market.
- Placed customer orders effectively and ensured zero cancellations or returns to minimize warehouse costing.
- Contributed to over 32% growth in profit in Nairobi West region by generating leads through cold calling and B2B sales.

RELIABLE FOODS & LOGISTICS LTD
Sales Representative

March 2020 - October 2021

- Accounted for all inventory and ordered new stock.
- Identified prospects' needs and developed appropriate responses along with information on fitting products and services.
- Created various sales techniques to develop relationships with customers and drive sales.
- Resolved customer concerns promptly to maintain satisfaction.
- Maintained routine communication with clients to assess overall satisfaction, resolve complaints and promote new offerings.
- Achieved sales goals and service performance goals by cultivating and securing new customer relationships.
- Shared and presented weekly reports on growth and achievements made against set targets.

MARKET-EDGE SOLUTIONS
Merchandizer/Beauty Advisor

February 2019 - December 2019

- Oversaw clear, accurate pricing for outgoing Beiersdorf stock in key account retail stores.
- Produced attractive signage for products, offers and sales promotions.
- Reviewed sales performance across multiple product lines, launching promotions as needed to boost revenue.
- Replenished key ranges to achieve strong stock availability.
- Improved displays by executing correct planograms and installed POSM tailored to individual store features.
- Generated periodic strategy reports to analyze trends and identify expansion opportunities.
- Tracked and monitored any market shifts to ensure timely strategies on staying competitive.

INTERACTIVE COMMUNICATIONS LTD
Sales Team Lead

September 2018 - February 2019

- Launched Housing Finance Group mobile banking app (HF whizz app) as the company transitioned from a real estate investment company to a bank.
- Managed and supervised a team of 25 sales champions in pitching to companies and small scale businesses in residential areas .The team was responsible for direct app downloads and product awareness.
- Built rapport with new and existing customers, boosting client retention rate by 60%.
- Closely monitored sales performance, reporting on metrics including conversion and churn rates to establish areas of improvement.
- Ensured ongoing success of sales and marketing campaigns through targeted evaluation and strategy updates.

KEY SKILLS

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|------------------------------------|---------------------------------|
| • Team Supervision | • Warm Lead Generation |
| • Solution Based Selling | • New Business Generation |
| • Customer Relationship Management | • Sales and Marketing |
| • Brand Promotion | • Product and Service Knowledge |
| • Market Analysis & Research | • Retention Strategies |
| • Telesales | • Lead Prospecting |

EDUCATION

July 2019 **Kenya Institute of Management Nairobi**
Diploma in business management

May 2014 **Allidina Visram High School Mombasa**
Kenya Certificate of Secondary Education

ADDITIONAL TRAINING & QUALIFICATION

**2024 Wines & Spirits Education Trust (WSET)
WSET Level 2 (Ongoing)**

**2024 Beverage Intelligence Academy
Wines Of South Africa (Master Class)**

**2024 W.O.S.A (Wines Of South Africa)
Wine Course Level 1 – 2**

**2022 Yusudi Sales Academy
Business Development**