



BANCHIYIRGA SHEWANGIZAW

Marketing Management

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Addis Ababa

EDUCATION

Bachelor's Degree in Marketing Management February 2025

- Developed strategic marketing plans through case studies and practical applications.
- Completed research projects on effect of Product packaging on Sales performance.

SKILLS

- Digital Marketing
- Market Research
- Basic Computer Skill
- Communication Skills

LANGUAGE

Amharic

English

About Me

I am Banchiyirga Shewangizaw, and I hold a Bachelor's degree in Marketing Management in Hope Enterprise University in february 2025. hands-on experience in digital marketing for television programs. Passionate about brand promotion, audience engagement, and strategic marketing initiatives. Excellent communication skills, with fluency in English (writing, listening, reading, and speaking). Seeking an opportunity to apply marketing expertise in a dynamic and growth-oriented environment.

WORK EXPERIENCE

Digital Marketing Intern

Abbay TV Addis Ababa June 2024- August 2024

- Assisted in planning and executing digital marketing campaigns to increase viewership.
- Managed social media accounts, creating engaging content that boosted audience interaction.
- Conducted market research and audience analysis to improve promotional strategies.