

AMIRI WABUSIMBA

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1. Personal Statement

I am an innovative and dynamic Diplomatic and Public Relations specialist with a wealth of experience in media, public relations, diplomatic relations, politics, sales, and marketing. Driven by a passion for excellence and continuous learning, I have honed my ability to thrive under pressure, showcasing exceptional organizational and multitasking skills.

As the visionary CEO and Founder of Shanix Marketing & Media Agency Ltd and a dedicated Diplomatic student at Cavendish University Uganda, I have consistently propelled organizational efficiency and achieved remarkable business growth. My leadership is characterized by strategic foresight and a collaborative spirit, which have led to enhanced performance and stellar outcomes.

My professional journey is fueled by a relentless pursuit of excellence, leveraging cutting-edge communication strategies to forge strong, positive relationships between organizations and their stakeholders. I am excited to bring my expertise to forward-thinking organizations, driving success and innovation in an ever-evolving landscape.

2. Employment Experience and Achievements

Employer: **Uganda Muslim Medical Bureau (UMMB)**

Position Held: **Advocacy & Communication Specialist**

Period: **Jan 2023 to present**

- Successfully spearheaded campaigns leading to significant policy changes in education and healthcare sectors, benefiting over 200,000 individuals.
- Collaborated with lawmakers to draft and pass three critical bills enhancing Community Health protection and women's rights.
- Secured extensive media coverage in top-tier publications and broadcasts, increasing UMMB visibility by 150%.
- Developed and executed a robust social media plan that grew follower engagement by 300%, amplifying advocacy messages.
- Mobilized over 50,000 community members across 10 regions through awareness drives and local events.
- Designed and facilitated 20+ training workshops for staff and community leaders, enhancing their advocacy and communication skills.
- Mentored junior staff and volunteers, fostering a culture of continuous learning and professional growth.
- Formed partnerships with 30+ local and international organizations, strengthening the NGO's advocacy impact and resource base.
- Secured funding and support from leading corporations through effective advocacy presentations and partnership proposals.
- Authored and published 10+ news articles.
- Expert in developing and implementing strategic advocacy plans aligned with organizational goals.
- Proficient in managing public relations and media communications to enhance UMMB visibility and influence.
- Strong ability to engage and collaborate with diverse stakeholders, including government officials, community leaders, and corporate partners.
- Skilled in creating compelling content for various platforms, including social media, websites, and publications.
- Experienced in using data and research to inform and drive advocacy strategies.

Employer: **Digit Vehicle Tracking Limited**

Position Held: **Business Development Executive**

Period: **July 2019 to May 2022**

Summary of Achievements:

In this role, I am responsible for developing business and marketing plans in coordination with senior managers to achieve revenue targets and assist in branding and media communication activities such as press releases, advertisements and marketing.

- Aligned activities with corporate objectives through marketing, sales and IT processes which increased sales by 43% in 6 months.
- Analysed consumer behaviours and market trends, adjusted emails and advertising campaigns based on current knowledge which enabled the company increase its clientele base.
- Supervised team members, sales plans, tracked employee performance which led to growth in revenue collection by 86%.
- Formulated pricing and marketing strategies focusing on company objectives and observing customer desires. This increased ROI by 60% and maintained operating profit margin at 40%.
- Collaborated with sales, service, finance and logistics departments to influence critical business growth outcomes which resulted into improved sales segment product margin by 62%.
- Ensured effective communication through rapport/interaction with clients which helped acquire feedback on products and service delivery. This built corporate working relationship hence retention and attraction of potential clients.
- Offered customer service to clients through timely response to their complaints. This improved performance in service delivery hence providing customer service to customers roved.

Employer: **Beyond Imagination Production Limited**

Position Held: **Sales and Marketing Manager**

Period: **January 2018 – May 2019**

Summary of Achievements:

While here, I was responsible for promoting commercial viable and market oriented sector through adoption of technology as an alternative source of data collection, developed effective marketing strategies/plans, identified new business opportunities and effected pricing decision based on data collected, price zones, competition pricing and other essential parameters.

- Established and optimized business development strategies thus company achieved its targeted goals by 100% in 2018.
- Developed business and marketing plans, identified new business opportunities which enabled management exceed its expectations bringing back "dead" products back on market by 26%.
- Analyzed and benchmarked fixed lines which reduced customer dissatisfaction a survey that enabled identify gaps and solutions.
- Liaised with production term on creation and maintenance of marketing materials for presentation in meetings which resulted into improved sales by 64%.
- Oversaw company's branding and media communication activities, generated a 3 months promotion which resulted into increased sales by 60%

Employer: **Pepper Publications Limited**

Position Held: **Client Relationship Manager**

Period: **January 2018 – December 2018**

Summary of Achievements:

While here, I was responsible for interacting with customers and providing necessary information in response to product and service enquires, solving customers' complaints as well as assisting them with their products or services as proved enormously satisfying.

- Maintained and updated company website, internal marketing pages, social media and online sources which resulted into improve communication internally and externally.
- Offered customer service to clients through timely response to their complaints. This improved performance in service delivery hence providing customer service to customers roved.
- Compiled reports and provided on-going feedback on customer service at all levels through weekly meetings. This improved efficiency in performance which resulted to improved customer service within operations.
- Sustained maximum customer relations by ensuring good customer services. This promoted sales hence customer satisfactions.
- Conducted advanced market and competitive analyses, identified opportunities and identified key business trends for timely action which resulted excellent performance hence prompt service delivery.
- Provided marketing consultancy through liaison with internal stakeholders which helped minimize on errors thus accelerated transparency in operation within departments.

Employer: **Salt Media Kampala**
Position Held: **Sales and Marketing Executive**
Period: **January 2018 – December 2018**

Summary of Achievements:

While here, I was responsible for investigating and establishing quality standards of service delivery through establishing contacts and development of relationships with prospective customers.

- Designed and developed customer portfolio which enabled management to evaluate competitors' activities that assisted in developing appropriate responses.
- Developed a market awareness campaign through conducting skits which enabled the company penetrate targeted market segment with availability of quality products. This led to increase customer base hence growth in sales.
- Maintained regular liaison with sales and marketing team to understand competitive position. This enabled the department streamline operations to increase sales.
- Identified research potential leads which helped develop and achieve a comprehensive data quality assurance system for accuracy and completeness in data collected to minimize risks.
- Offered customer service to customers through timely response to their complaints. This improved performance in service delivery hence providing customer satisfaction and retention.

Employer: **Spear Point Investment Limited (105.1 Point FM)**
Position Held: **Sales and Marketing Manager (Broadcaster)**
Period: **January 2017 – December 2017**

Summary of Achievements:

While here, I was responsible for developing sales relationship with customers, recommended solutions, provision of relevant information and guidance, researched and recommended new opportunities, ensured maximization of profits and service improvements, reviewed and analyzed sales performance with an aim of improving company targets.

- Streamlined day to day marketing operations and responded to all requests for information. This improved delivery of services rendered to customers as targeted.
- Contacted potential customers on new company products which enabled management increase profits.
- Organized marketing fairs which resulted into increased clientele by 50%.
- Conducted market survey to determine gaps in sales which led to scheduling of sales promotions to create company visibility and brand awareness.
- Developed concept note for implementation of marketing and sales strategies which led to achievement of company's targeted goals.
- Collaborated with sales team to assess marketing trends which enabled the company increase sales by 65%.

Employer: **Waset Communication Limited (88.4 Tropical FM)**
Position Held: **Radio Technician / Sales and Marketing Executive (Broadcaster)**
Period: **December 2010 – December 2017**

Summary of Achievements:

While here, I was responsible for maintenance and repair of radio equipment as well as receiving and transmitting communication.

- Enhanced success of advertising strategies by boosting engagement through social media and other digital marketing approaches. This enabled management to exceed targets that resurrected dead products back to air by 26%.
- Conducted analysis and monitored online KPIs, and ROI optimization hence attained marketing targets by 100% in 2014/15 - 2016.
- Maintained wireless communication networks and information technology systems, wireless and electronic communication systems with proactive repair and upkeep strategies which resulted into improve communication within office.
- Organised marketing events to strengthen brand initiatives and maximisation of outreaches which increased sales hence profits.
- Oversaw day to day operations to ensure seamless operations within the system which resulted into high quality frequency broadcastings.
- Performed general overhaul work in radio equipment on-site and in shop for over 5 years.
- Optimized operations by performing system upgrades, troubleshooting component failures and installing approved system medications. This targeted new markets and increased sales by 60%.

Employer: **Kaweri Coffee Plantations Limited**

Position Held: **Machine Operator**

Period: **December 2010 – March 2012**

Summary of Achievements:

While here, I was responsible for providing assistance in installation, maintenance and repair of machinery to aid in manufacturing process.

- Provided assistance in the installation, maintenance and repair of machinery which resulted into improved performance.
- Adjusted controls to change machine settings, reduced errors of finished products, guides and holding devices, reduced errors from potential misalignment which enabled replace worn machine accessories that kept products within desired tolerances.
- Observed and ensured staff compliance of company policies and regulations which ably assisted management to eliminate unforeseen risks.
- Documented daily production data and submitted accurate timely logs. This facilitated management with relevant information to enable planning.
- Oversaw machine operation to identify defects or malfunctions making adjustments as necessary. This resulted into seamless operations hence assured management with minimal or zero downtime.
- Performed periodic checks on equipment and solved problems as detected which resulted into planning and budgeting for maintenance and replacement of equipment within a recommended time frame.
- Conducted negotiations to resolve disagreements and misunderstandings to successfully resolve conflict to the satisfaction of both parties.

3. Education

2014 – 2016

Diploma in Journalism and Mass Communication

Nakawa Institute of Business Studies

2009 - 2010

Certificate in Electrical Installation

ST. Peters' Technical Institute

2004 – 2008

Uganda Certificate of Education (UCE)

Busamanga SS School

4. Referees:

1. **Mr Kivumbi Muzamiru**
Executive Secretary
Uganda Muslim Medical Bureau (UMMB)
Tel:+256(0)705920252
2. **Mr. Byamukama Edmund**
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3. **Mrs. Washinda Bonerah**
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Certification

I, **Amiri Wabusimba** the undersigned, certify that to the best of my knowledge and belief, this data correctly describes me, my qualifications, and experience.