

Eyob Salemot

Sales & Marketing Professional

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📍 Addis Ababa, Ethiopia, P.O. Box 1000

Professional Summary

Results-driven Sales & Marketing professional with over 10 years of experience in business development, digital marketing, media relations, and community organizing. Proven ability to lead marketing campaigns, drive revenue growth, manage high-performing teams, and build strategic partnerships. Strong communicator with expertise in content creation, public relations, event management, and social impact initiatives.

Work Experience

Freelance Marketing & Media Consultant

Various Sectors (Import/Export, Agriculture, Betting, Media)

2021 – Present

Addis Ababa, Ethiopia

- Conducted market research and developed go-to-market strategies
- Created and managed content for TV, radio, press releases, social media, websites
- Served as official spokesperson and managed media relations
- Oversaw digital campaigns, negotiated media deals, tracked KPIs, and optimized performance
- Built social media presence and influencer partnerships, driving brand visibility

Sales Manager

Greenroad Ethiopia Logistics Development

2020 – 2021

Addis Ababa, Ethiopia

- Led business development efforts, increasing sales through strategic planning and client engagement
- Developed new logistics services, optimized operations, and improved service delivery
- Managed customer accounts, nurturing long-term partnerships
- Utilized Salesforce CRM for sales tracking, forecasting, and reporting

Head of Sales & Marketing

Dayline Addis Fun Zone

2017 – 2019

Addis Ababa, Ethiopia

- Designed and executed integrated marketing and advertising campaigns
- Conducted market research and competitor analysis to identify growth opportunities
- Managed social media platforms, PR efforts, and content marketing strategies
- Promoted brand awareness and launched new products, increasing revenue and market share

Sales Coordinator & CRM Manager

Zalmen Trading

2016 – 2017

Addis Ababa, Ethiopia

- Oversaw sales team performance, training, and operational workflows
- Enhanced customer satisfaction through proactive order processing and service delivery

Sales & Marketing Consultant

Eco-Plus Pest Control

2015 – 2016
Addis Ababa, Ethiopia

- Conducted market research to identify commercial opportunities
- Developed marketing strategies, branding initiatives, and winning proposals
- Provided actionable reports for continuous business improvement

Skills

Core Competencies

Business Development & Sales	● ● ● ● ●
Digital Marketing & Social Media	● ● ● ● ●
Market Research & Analysis	● ● ● ● ●
Content Creation & Media Relations	● ● ● ● ●

Technical Skills

Salesforce CRM	● ● ● ● ●
Microsoft Office Suite	● ● ● ● ●
Social Media Platforms	● ● ● ● ●
Digital Marketing Tools	● ● ● ● ●

Education

Bachelor of Arts in Business Administration
Admass University
2011
Addis Ababa, Ethiopia

Community Leadership & Development

Project Manager

Better Generation

2015 – Present

- Led social projects providing meals, job opportunities, and sanitation improvements for low-income communities

Community Development Expert

Admas University

2013 – 2014

- Coordinated student programs, grassroots activities, and community outreach

Founder & President

Vision Anti-Drug Abuse Club

2005 – 2008

- Trained 300+ students across 6 schools on drug prevention
- Recognized with Certificate of Appreciation for community contributions

Columnist Experience

Published 18+ articles in media outlets including Sendek Newspaper and Habesha Weg, focusing on social issues and current affairs.

Certifications & Training

Advanced Social Media Marketing

Z Sprint Technology Institute

2021

Leadership & Event Organizing

AIESEC, Admas University, EMA

2010 – 2019

Business Networking Certification

ZTE University

2010

Languages

Amharic (Native)

English (Very Good)