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NAIROBI, Kenya

EDNA JEMUTAI KIPSANAI

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PERSONAL INFORMATION

Nationality : Kenyan
Resident Of : Nairobi
Gender : Female
Marital Status : Married
Age : 37years
Religion : Christian

EXPERIENCE HIGHLIGHTS

JULY.2015 to Date: ACCOUNT MANAGER - SIANROSES GROUP HEADOFFICE

The key responsibilities include;

- Responsible for account management and development of international direct customers – Canada,Sweden,Middle East,UK,Europe,Germany among others.
- Preparation of weekly, monthly as well as peak periods sales forecasts and schedules required for planning
- Focusing on growing and developing existing clients and identifying new business opportunities using the market research findings-good rapport/negotiation with local/international customers for expansion
- Price and contract negotiations with international and local clients
- Provide support and attend to customer queries and complaints about the products
- Contribute to the preparation of marketing development plans, strategies, policies and budget in liaison with business development and marketing manager.
- Preparation of international and local flower shows and corporate events
- Training and coaching/Mentoring junior staff in marketing department
- In coordination with IT team on updating organization's website and managing media platform i.e the social media(Facebook,LinkdIn,brochures)
- Implementation of Kaizen in the organization and other TQM principles
- Analysis of account lines on ROI,consumer trends and finding ways of improving the organization's sales
- Discussing any concerns on customer accounts with the business development and marketing manager and senior credit manager
- Overseeing administrative work(Reception and documentation, office cleaners)
- Communication to all relevant persons on any meetings,updates of important information,
- Preparation of quarterly board papers
- Other relevant duties that may be assigned by the senior manager

Accomplishment

- Increases in revenues, profits, and market share
- Individual sales and account achievements
- Capture of new key accounts and revenue streams
- Development of new territories and new markets like the Chinese market(emerging markets)
- Good administrative work flow

Jul.2014 to JULY 2015: SALES AND MARKETING OFFICER- SIANROSES GROUP HEADOFFICE

The key responsibilities were not limited to;

- Account management of international direct customers Holland,UK among others
- In liaison with and making bookings for the Cargo to be shipped via different freight logistics companies
- Maintaining good relation with existing customers and identifying new business opportunities
- Provide support and attend to customer queries and complaints
- Participating in preparation of international and local flower shows and corporate events
- Preparation and sending consolidated invoices to the customers on ERP System.
- Assisting in discussing any concerns on customer accounts with the business development and marketing

manager and senior credit manager

- Other relevant duties that may be assigned by the senior manager

Accomplishment

- ✓ Reduced the time required to respond to customer requests and improve customer satisfaction by providing front line counter staff with the skills, knowledge authority needed to resolve customer enquiries and complaints and best in international business management.
- ✓ Contributed substantively to a high level of patron loyalty through my interpersonal skills, length of service, personal presentation and my understanding of the personalities, preferences and expectations of customers.
- ✓ Consistently achieved a high level of customer satisfaction by exhibiting a positive attitude and building trust, by ensuring commitments are met and expectations are exceeded by offering additional information about the company's products in line with customer needs and priorities
- ✓ Increased sales by 20% in a highly competitive environment by focusing on the less price sensitive customer segments who valued service, which eliminated the need to use price as a mechanism for securing new business

Sept.2013to Jul.2014: MARKETING ADMINISTRATOR-- SIANROSES GROUP HEAD OFFICE

Some of the key responsibilities included and not limited to :

- Assisting the marketing director and supporting the marketing, administrative team with business support activities including updating and maintaining the marketing department's documentation and databases.
- Maintaining good relation with existing customers and doing market research, preparation of consolidated invoices, analyzing the prices and the customer accounts ,sending to the customers, ensuring the monthly reconciliations are done timely and preparing marketing statistic, manual and digital filing as required
- In charge of all general administrative duties, personal assistance to the directors and other senior staff
- Managing office supplies related to sales and marketing functions, overseeing maintenance of office equipment

2009 to Sept.2013:DATA/ADMINISTRATIVE ASSISTANT- SIAN EQUATOR FLOWERS LTD, ELD

Some of the key responsibilities included and not limited to :

- Providing administrative support functions to focal persons such as the directors , stakeholders, managers and duties included; preparing official correspondence, processing legal documents, events/logistics coordination, problem resolutions, planning and scheduling meetings, processing and disseminating information, managing communication , taking minutes during meetings and appointments, handling travel and guest arrangements, responding to phone calls, e-mails, checking deadlines on incoming requests, preparing procurement plans, providing support and resolving customer inquiries, supervising junior staff, updating office diaries among others.

2008 to Jan 2009 STATISTIC ASSISTANT- SIAN EQUATOR FLOWERS

Worked in marketing department as a statistic assistant

April 2006 to 2007 FRONT OFFICE ADMINISTRATOR/RECEPTIONIST -EQUATOR FLOWERS

Worked at Equator Flowers as front office administrator and was exposed to the administrative functions where I performed various duties in the department.

March 2003 to 2006 FINAL QUALITY CONTROLLER(QC)- SIAN EQUATOR FLOWERS

Some of the key achievements from the responsibilities include and not limited to :

Making sure that quality procedures are in every stage, meeting the quality specifications desired by the end customer, including: cut stage, foliage, stem length, stem weight, bloom count, colour mix among others.

April 1999 to Jan 2003ACCOUNTS AND ADMINISTRATIVE ASSISTANT- UHURU BOOKSHOP

EDUCATIONAL BACKGROUND

2015/2016 - JOMO KENYATTA UNIVERSITY (JKUAT)

Masters in Business Administration-Strategic Management Option(Completed course work)

The objectives of the study;

Be an expert in strategic planning, international business management and organizing as well as sharpening my managerial skills & soft skills necessary for man and resources management.

Sept 2010 to May 2013 KISII UNIVERSITY (KSU) (Graduated with 2ND class upper division)

Bachelor of Commerce degree- Management Science Major

July 2007 to July 2010 AFRICAN INSTITUTE OF RESEARCH AND DEVELOPMENT(AIRADS)

Credit Pass

Diploma in Information Technology:

March 2005 – Nov 2006 **ELGON VIEW COLLEGE**

Certificate in Sales and Marketing(S&G KNEC)

FEB 1993 to Nov 1996 **KAPTAGAT GIRLS HIGH SCHOOL**

Kenya Certificate Of Secondary Education (KCSE) mean grade C- (Minus)

OTHER COMPUTER SKILLS & PROFFICIENCIES

- ✓ Accounting package
- ✓ Sap Business one
- ✓ SPSS Package
- ✓ Programming languages

REFERENCES

1. MS CAROLINE TIONY
**HUMAN RESOURCE AND
ADMINISTRATION MANAGER**
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3. MR. ERIC RUTTO
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CERTIFICATION

I, the undersigned, certify that to the best of my knowledge and belief, the above data correctly describe my qualifications, my experience and me.



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EDNA JEMUTAI KIPSANAI