

YANDE MWILA

MARKETING STRATEGIST 📍 LUSAKA, ZAMBIA ☎ +26 (097) 674-2894

◦ DETAILS ◦

48 Ngwezi Road, Lusaka, Zambia
+26 (097) 674-2894
yandemwila@yahoo.com

◦ SKILLS ◦

Business Management
Financial Accounting
Strategic Marketing
B2B Experience
Client Experience & Acquisition
Payment Processing
Sales Strategy

◦ LANGUAGES ◦

English

Bemba

◦ HOBBIES ◦

Art (collage digital artist), volunteer
work, travelling



PROFILE

Professional strategist, vested in delivering experiential marketing, engaging campaigns and communications to provide an excellent customer experience.

Within 8 months of work experience, I have gained and amassed quickly, industrial skills such as, sales strategy, client acquisition, brand communication, brand content building, brand strategy and strategic marketing. My dedication and determination has allowed for quick growth, reliability and flexibility.



EMPLOYMENT HISTORY

Sales and Acquisition Specialist at LIVELY Branding (Potterfield Egna subsidiary), Lusaka
January 2020 — Present

Outline

Acting as client account manager, as well as first point of communication and liaison for LIVELY branding, while maintaining utmost professionalism.

Key Responsibilities

- Sales strategy, formulating selling points, market targeting, starting and closing sales processes
- Client acquisition, converting prospected clients into potential leads and retaining already existing clientele
- Business to business communication, reverting conversations in order to keep business reoccurring.
- Strategic marketing, identifying business case problem, applying strategic marketing solutions and market research
- Brand communication, identifying company ideals, goals and vision. Then communicating them.
- Brand content, assisting brand communication, with visuals or activations.

Achievements

- I have acquired and added three new prominent clients, to the company's clientele base, during the course of this 7 month period.



EDUCATION

Business Administration Bachelor's Degree, University of Lusaka, Lusaka
2015 — Present



REFERENCES

- References available upon request