

Perpetua Blassio Kipruto

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I am a skilled professional in the field of marketing, with an objective of acquiring competitive knowledge on the field of marketing that meets the current and the future market demand. I have excellent organizational skills and possess leaderships quality that guides me in understanding objectives of a business unit and uphold the highest standards of excellence, transparency and compliance with all regulations and marketing standards vis-à-vis customer satisfaction. In a position of performing a variety of tasks and perform them excellently. Have understanding of preparing daily, weekly, monthly reports using ERP system, and management reports for decision making in an organization.

PERSONAL DETAILS:

- Date of Birth: 10th March 1982
- ID no: 23192862
- Nationality : Kenyan
- **EDUCATION & PROFESSIONAL QUALIFICATIONS:**
- Bachelor's in Business Management (Supplies and Procurement Management) at Mount Kenya University 2018 (second class honors, upper division)
- Diploma in Public Relations from Nairobi Institute of Business Studies 2008, Grade (pass)
- Diploma in Marketing from Kenya Polytechnic University College 2006, Grade (credit)
- Certificate in Information Technology from Wantech Computer College, Grade (pass)
- Kenya Certificate of Secondary Education (K.C.S. E), Grade (C PLUS). Sing 'ore Girls High School 2001
- Full member of Marketing Society of Kenya.

KEY PROFESSIONAL SKILLS:

- Ability to identify customers needs and assist as appropriate.
- Able to work with minimal supervision, and ready to work beyond the normal call of duty.
- Strong computer skills with advanced knowledge of the Microsoft Office Suite and ERP System.

- Excellent written and verbal communication skills.
- Willing to work closely within a team but can perform equally well alone.
- Accurate and proficient in all tasks.
- Ability to resolve problems in a timely manner gather and analyze information skillfully.
- Good listening and Team Player skills.

WORK EXPERIENCE

KENYA NATIONAL TRADING CORPORATION LTD – OCTOBER 2021 TO DATE

Job Title: Senior Sales Officer

Duties and responsibilities:

- Pursuing business leads, tenders and follow up for closure in Sourcing for new clients
- Analysing sales performance and take corrective action to achieve targets
- Undertaking Business presentation to potential clients
- Preparing client invoices and quotations;
- Undertaking client service to manage existing relationships
- Presenting sales forecast and feedback to the Management in order to plan for current and future capacities and as inputs into the supply chain planning
- Undertaking corporate sales; analyze competitors, market approaches and trends in assigned segment
- Organizing marketing trade fairs and exhibitions as a platform to source for new business
- Drafting segment budget for consideration and approval.
- Communicating with clients in the respective segment, resolve challenges and ensure compliance with client deliverables
- Processing requests for credit to eligible clients
- Monitoring sales targets in the assigned segment to ensure they are realized consistently in value and volumes
- Implementing plans for recruitment and retention of customer accounts for assigned segment

- Communicating client's goals and represent the client's interest to the team
- Preparing periodic sales reports
- Prospecting for business opportunities
- Managing customers and preparing relevant reports to management

KENYA NATIONAL TRADING CORPORATION LTD-NOVEMBER 2011 TO SEPTEMBER 2021

Job Title: Sales officer

Duties & Responsibilities

- Prospecting and pursue business leads, tenders and follow up for closure in Sourcing for new clients
- Analysing and reviewing sales performance
- Undertaking Business presentation to potential clients
- Creating account profiles for new clients
- Maintaining database of existing customers
- Preparing client quotations and invoices
- Drafting correspondences to clients
- Attending to client enquiries
- Assisting in mapping of markets
- Preparing a market intelligence report
- Preparing and analyze sales forecasts in the assigned territory
- Providing assistance in executing trade fairs and exhibitions
- Supporting market activation campaigns in the assigned territory
- Making regular visits to existing clients to maintain business relationship and check on their needs
- Preparing periodic sales reports

RIFT VALLEY ADVENTURES TOURS AND HOTEL – MAY 2011 TO OCT 2011

Job Title: Sales Executive

Duties & Responsibilities:

- Undertake market surveys and advise management on market trends.
- Establish customer requirements and provide information for decision making.
- Ensure that customer's accounts are well maintained for better Retention.
- Ensure that monthly sales Returns vis-à-vis daily sales Report is submitted on time.

TERSCA TOURS AND TRAVEL COMAPANY LIMITED- MAY 2010- MAY 2011

Job Title: Sales and Marketing Executive

Duties and Responsibilities:

- Handling of customer services issues.
- Handling of petty cash and imp rest.
- Writing of receipts and payment of vouchers.
- Hotels and safari's bookings.
- Air Ticketing booking.
- Receiving phone calls and emails.
- Doing monthly returns for NSSF, NHIF and K.R.A
- Preparing invoices for the clients
- Doing after sale services

TELKOM KENYA LIMITED- SEP 2008- JAN 2010

Job Title: Sales Agent

Duties and Responsibilities:

- To respond to all customer queries in accordance with the pre-defined standards and measures.
- Identifying and meeting customer needs.

- Resolving all customer queries
- Working within a team that is focused on providing quality services.
- Handling Retail, Corporate and Post-paid customers
- Partner with other team members in the delivery of world class customers services by pro actively recommending to the management efficient ways of customer satisfaction.
- Up selling of company products and services.
- Managing customers account via the CRM tool.
- Handling of daily and monthly reports for the shop and stock for the shop.
- Worked as a Cris Cashier handling all the company's money at the cashier's desk.
- Ensuring all queries are dealt with efficient and promptly.

Achievements:

- Was involved in a team whose function was to come up with ideas of improving the efficiency in the Customer Experience Shop.
- Came up with a formula which enabled the agents at the shop to handle customer queries at the first contact.
- Due to my consistency and honest of handling the stock, I was given the chance to work as a cris Cashier for the shop and handling of all company money at the cashier's desk.

KENYA POWER AND LIGHTNING COMPANY LIMITED- OCT 2007-NOV 2007

Job Title: Clerk in Customer Relation Office

Duties and Responsibilities:

- Resolving all customer queries.
- Interfacing the application forms through various business development stages.
- Field work through customers' visitation and monitoring the progress of various group schemes such as Umeme Pamoja Schemes and E-bill.

Please feel free to contact the under mentioned in regard to my competence, work ethic and performance.

Dr. Simon Obwatho,

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