

Bruno Musamali



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PROFILE SUMMARY

I am a motivated and goal-driven **Computer Science and Mathematics student** with strong analytical and communication skills. Experienced in **sales and marketing**, with a proven ability to build client relationships, identify opportunities, and close deals. Combines technical knowledge with persuasive communication and problem-solving abilities to drive business growth and deliver results.

EDUCATION

Bachelor of Science in Computer Science and Mathematics

Taita Taveta University

Key Coursework: Data Analysis, Business Communication, Marketing Fundamentals, Programming (Python, Java), Database Management

Kenya Certificate of Secondary Education

Chesamisi High School – Where I attain a B (plain) in K.C.S.E

SKILLS

Sales & Marketing Skills

- Customer Relationship management
- Prospecting and lead generation
- Product promotion and presentation
- Social media and digital marketing
- Negotiation and deal closing

Technical Skills

- Microsoft Office Suite (Excel, PowerPoint, Word)
- Basic Web Design (HTML, CSS, JavaScript)
- Data analysis using Python
- CRM Tools (HubSpot, Zoho)

Soft Skills

- Excellent communication and presentation
- Analytical and logical thinking
- Team collaboration
- Goal-oriented mindset

EXPERIENCE

Sales & Marketing Intern

Geminia Life Insurance Company, Nairobi – Jan 2025 – Aug 2025

- Assisted in marketing residential and commercial properties through social media and client outreach.
- Supported sales agents in client follow-ups, property viewings, and documentation.
- Helped increase online property engagement by 25% through consistent posting and audience targeting.

Campus Ambassador (Volunteer)

Taita Taveta University, Marketing Club – Sept 2020 – Apr 2024

- Promote university events and programs for students and local partners.
- Engaged over 200 students in marketing and tech workshops, boosting participation rates.
- Collected feedback and data for improving marketing campaigns.

PROJECTS

Personal Portfolio Website – Designed a simple responsive portfolio showcasing coding projects and marketing campaigns.

Data-Driven Sales Dashboard – Built a Python-based dashboard to analyze and visualize sales data for decision-making.

E-commerce website – built e-commerce website with HTML, CSS and JavaScript that allows users to buy and sell products and services online.

CERTIFICATIONS

- Google Digital Marketing Fundamentals (2024)
- Introduction to Python Programming (Edureka, 2023)

REFERENCES

Oscar Ochieng – Sales and Distribution Agent (Gemenia insurance company)
TEL: 0791 824 459

Dr. Mutua – Head of Department MSPS (Taita Taveta University)
TEL: 0716 625 258

Curtis Karagu – Software Developer (Safaricom PLC)
TEL: 0741 594 863