

AGBOLI EMMANUEL

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Date of Birth: **19TH September 1987.**

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PROFILE

A young energetic and result oriented sales and marketing astute with + 7 years experience in FMCG with strong determination to success, good analytical skills, will power and the belief in the “Can Do” spirit.

CAREER OBJECTIVE

To work in an organization where my skills, capabilities and experience would be fully utilized while learning from experienced colleagues.

KEY ACHIEVEMENTS

- Successfully launched GHS 1.00 bars (Sunlight and Key Brillaunt bars) into the market to compete in the increasing wrap bar and mass segments.
- Part of the project team that developed and launch Guinness Limited Edition Pack for Ghana that resulted in a +15% volume uplift vs the previous year.
- Successfully managed Customer Marketing activities that won Guinness Ghana the Best Guinness Market in the World(2016), returned Guinness back to growth +18% volume uplift vs LY and most importantly a +12% NSV vs LY
- Brilliantly executed Area Code Jam 1759 and Kumasi Mall Editions that saw 100k audiences in attendance, in partnership with Yfm.
- Launched Guinness Africa Special the biggest Guinness innovation in 10 years.

WORK EXPERIENCE

MARCH 2018 – DATE: CHANNEL AND CATEGORY DEV'T MANAGER, UNILEVER GHANA LTD, GHANA.

- Develop and Translate promotional briefs into executable plans for implementation in the various channels
- Develop channel strategies for growth
- Drive visibility of brand/Category in various channels and point of sale.
- Review brand performance vs competition and entrench customer/consumer focus.
- Monitor promotion and activations for S&OP Process and track ROI

**JAN 2017 – FEB 2018: EXPERIENTIAL MANAGER – MARKETING DEPT,
GUINNESS GHANA BREWERIES LTD.**

- Manage all consumer facing marketing activations for the marketing function.
- Agency management and efficiency
- Monitoring of all in market activities executed by Customer Marketing

**JAN 2015 – DEC 2016: ACTIVATIONS MANAGER - BEERS, SALES DEPT.
GUINNESS GHANA BREWERIES LTD.**

- Lead in beers executions of all GGBL BTL activities in market, tracking & M&E
- Ensure that national activities calendar, planning and timings are such that field sales capacity and capability are efficiently utilized
- Provide field sales and distributor sales team with tools and support materials to drive brilliant execution of divisional activities/sales drivers with customers in Line with Diageo standards
- End-to-end responsibilities of all CM lead tactical activities for beers.
- Lead the sales unit plan and inputs into GGBL S&OP volume planning via CPM
- A&P BTL budget effectiveness
- Guides category teams on strategic decisions via analysis and insights.
- Ensure RTM is fully capable of delivering on activation requirements and intervene where required
- Inspire and contribute to the development of field sales team.

**JAN 2014- JAN 2015: ROUTE TO CONSUMER EXECUTIVE, DIAGEO AFRICA
(GUINNESS GHANA BREWERIES LTD).**

- Trade development of Micro Key Distributors.
- MKDs Performance management and review
- Ensure appropriate terms of credit for MKDs
- Drive effective distribution for MKDs to maximise value for KDs.

**MAY 2012- JAN 2014: TERRITORY MANAGER-MGT. TRAINEE, DIAGEO AFRICA
(GUINNESS GHANA BREWERIES LTD).**

- Manage and administer Diageo's way of selling (8x6)
- Strong productive relationships with key stakeholders in my territory
- Managing Activations and promotions

KEY COMPETENCES

- Excellent Customer Service skill and a team player
 - Amazing interpersonal relationship
 - Flexible and Adaptable “Can Do” attitude
 - Excellent Verbal and Written communication Skill in English language
 - Knowledgeable in Microsoft Office Suits and SAP.
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SEMINARS AND WORKSHOPS ATTENDED

- Diageo Way of Brands Building - Diageo Capability Program
- Media planning/Buying - Carat Media
- Diageo Ways of Selling – Diageo Capability Program

EDUCATION

2016-2018 **GHANA INSTITUTE OF MANAGEMENT AND PUBLIC ADMINISTRATION.**
MBA – MARKETING OPTION.

2006-2010 **KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY**
Bsc. Business Administration (Banking and Finance Option)
(First Class)

REFEREES

1. **Raymond Apana** – Head of Sales and Distribution.

Multi Choice Ghana Ltd

Accra – Ghana.

Tel: 0243300959.

2. **Francis Afoani** – Marketing Director – West Africa

Upfield Ghana Ltd

Tel: 0277127393