# Patricia Mugerwa

Dubai

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## Work Experience

### Florist and Events manager

Petals and blooms luxury events - Entebbe

February 2020 to October 2023

We design and sell floral arrangements for weddings, funerals , corporate events, special events etc..We also come up with event concepts and implement them . We provide an all round event planning service when needed or just provide a single service depending on our customer's needs.

### Management & Sales Director

Touchdown BnB and apartments, Entebbe - Entebbe

March 2019 to October 2023

I draw up tenancy agreements and ensure our are comfortable, I deal with the maintenance team to ensure timely and cost effective maintenance is done..I prospect for clients through referrals, social media, airport taxi and transfer groups , community groups, bigger hotels or inns ,etc. logistics management. Branding & promotions. Hiring , motivating,and firing of staff . Hygiene & cleanliness maintenance

### Sales and marketing director

Xcite ltd - Kampala

December 2001 to October 2023

I manage the sales and marketing campaigns of our clients , come up with branding concepts & implementation, running events from onset till they are successfully done and manage the different teams associated. With my team we prospect for new clients through sales leads, cold calling n Tele marketing, proposal generation and delivery, networking, social media marketing etc.

## Education

### Certificate in Digital marketing

Online

Present

### Certificate in Sales and marketing

Manpower services - Kampala

May 2001 to July 2001

### Degree in B'com finance and banking

Makerere university school of business - Kampala

November 1997 to November 2000

## Skills

- Customer service
- Organizational skills
- Microsoft Office
- Driving
- Food preparation
- Administrative experience
- Communication skills
- Leadership
- Cash handling
- Floral design
- Event planning strategy & implementation
- Creating branding & promotion concepts
- Proof reading
- Accounting