**CURRICULUM VITAE**

**PERSONAL INFORMATION**

**NAME:** Aderina Rushekya

**SEX:** Female

**MARITAL STATUS:** Married with two children

**DATE OF BIRTH:** 16th September 1982

**NATIONALITY:** Tanzanian

**ADDRESS:** P.o.Box 4958

**DAR ES SALAAM, TANZANIA**

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**E-MAIL:** aderinad96@gmail.com

**EDUCATION BACKGROUND**

2012-2014: Mzumbe University – Masters in Business Administration

2006-2009: College of Business Education (CBE) - Advanced Diploma in Business Administration

2002-2003: Trinity College Nabbingo (Uganda) – Advanced Education Certificate

1998-2001: Lubiri Secondary School (Uganda) - Secondary Education Certificate

**WORK EXPERIENCE**

March 2019 to date – Tanzania Posts Corporation as a **Senior Marketing Officer.**

**Duties and responsibilities:**

* Overseeing marketing activities and ensuring they fit with the marketing strategy.
* Researching potential target markets and customers and products promotion activities
* Working with the sales team on approaches to increase sales performance
* Training the customer service officers and sales team on sales techniques and giving advice.
* Seeking new business/customers and entering into contracts with them also renewing the contracts from time to time.
* Seeking new agents/suppliers of TPC products and services like stamp vendors, EMS agents etc to increase sales for the corporation.
* Seeking/creating new products and services for the corporation.
* Executing adverts for the corporation’s products and services.
* Participating in the execution of different exhibitions and events as per the Marketing plan of the corporation.
* Compiling weekly, monthly, annual and quarterly reports for the marketing department of the corporation.

Reporting to the Marketing Manager.

November 2018 to date – Ultimate Finance Ltd as a **Sales and Marketing Manager**

**Duties and responsibilities:**

* Overseeing all marketing activity and ensuring it fits with the marketing strategy.
* Researching potential target markets and customers and products promotion activities
* Putting together a content marketing strategy for the company and setting sales and marketing KPI’s to manage activity within the team.
* Working with sales coordinator and loan consultants on approaches to increase sales performance
* Training the loan consultants and salesteam on sales techniques and giving advice.
* Managing the company’s social media accounts and posting relevant content.
* Arranging for the company to attend relevant industry events and conferences.

Reporting on activities towards targets to the company directors

July 2016 to November 2018 – DAB Enterprises as a **Manager**

**Duties & Responsibilities**

* Manage daily operations of DAB Enterprises.
* Manager outside and inside sales staff.
* Hiring and Development of Staff in construction industry.
* Budgeting and Profit and loss oversight.
* Cost and Margin Control of DAB Enterprises.
* Ensuring on-time deliveries of goods to clients.
* Inventory and Warehouse Management.
* Overall operation of the company while driving growth and profitability.

June 2010 - June 2016: **Nabaki Afrika Ltd** as **Sales Executive/Branch Supervisor**

**Duties & Responsibilities**

* Managing staff under me and ensure that monthly sales targets are fully achieved.
* Setting sales and marketing KPI’s to manage activity within the team.
* Producing and organizing the company’s market collaterals e.g leaflets, banners, flyers, brochures etc.
* Ensuring reception of customers, personally handling customers and overseeing the full service process from introducing the product, explaining its full performance in reference to the specifications, price lists and the entire process of operation until they leave the premises.
* Coordinating customer and other departments like stores, accounts, operations, ensuring that all needs and demands of customers are anticipated and satisfied to the best needs of the company.
* Recording and reporting all customers and sales made each day (foot count) and ensuring they are followed up for additional products, any complaints for maximum customer satisfaction and sales
* Doing QUIZ with customers, i.e. questioning customers to understand their needs fully, then influencing them on the various options that can solve their problems, then solidifying/closing the deal.
* Recording, updating, maintaining and following up the customer PIPELINE on a daily basis.
* Recording, maintaining and following up on the Sales and Marketing report on a daily basis.
* As a branch supervisor, overseeing the entire operations of the Branch from opening to closing time. Personally handling all the customers, supervising receiving of cash payments from customers and forwarding it to the headquarters, ordering stock from the headquarters and maintaining it in the system, ensuring proper stock counting and physical stock matching with that in the system as well as reporting any customer or staff complaints that may concern the management.
* Training fellow staff that are new to the company regarding the different products the company deals with, their specifications and the different purposes they serve under a programme known as product knowledge conducted weekly.
* Carrying out other tasks as assigned by supervisor.

May 2005 - May 2007: **Tanzania Postal Bank** as **Sales and Marketing Executive**

**Duties and Responsibilities:**

* Ensuring reception of customers, personally handling customers and overseeing the full service process from opening the account until delivering the card.
* Coordinating customer and teller ensuring that the needs and demands of customers are anticipated and satisfied to the best of the Bank’s requirements.
* Recording and reporting of the accounts opened and the cards delivered to the branch manager on a daily basis.
* Ensuring reception of customers before opening their accounts.
* Attending customers and assist them to understand account basic requirements, assist them to fill the specimen form and finally preparing the Uhuru card or ID card.
* Advice customer for which accounts suits their need.
* Processing and communicating to customers on new services and products.
* Ensuring bank reconciliation statement is supplied to customers when needed.
* Seeking clear complaints and suggestions for the bank issues to be rectified from the customers.
* Maintaining accurately customer lists.
* Consolidating on monthly basis report on customer requirements in comparison to what the bank offers them.
* Carrying out any other tasks as may be assigned.

**LANGUAGES**

Fluent Speaking, Writing and Reading English and Kiswahili.

Also a quickness to learn and willingness to adopt.

**Hobbies:** Meeting people, reading novels, swimming.

**OTHER ATTRIBUTES**

Holding a Clean Class D Driving License

Possessing a valid International Passport

**REFEREES**

Euginia Simon

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