



Mignot yirsaw

Marketing Specialist

CONTACT

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EDUCATION

Bachelor of Arts in Marketing Management

- Admas University
2016-2019

SKILLS

- Market Research & Analysis
- Brand Management
- Social Media Marketing
- Customer Relationship Management
- Business Development
- Teamwork
- Sales Strategy Development
- Digital Marketing & SEO
- Leadership & Team Management

PROFILE

Results-driven marketing professional with a Bachelor of Arts in Marketing Management. Experienced in designing and executing marketing strategies, brand management, and consumer engagement. Strong analytical and leadership skills with a passion for driving business growth and market expansion.

EXPERIENCE

Marketing Manager

- Repi Soap & Detergent S.C | Addis Ababa
Oct 2017 - Sep 2020
 - Managed marketing campaigns to increase brand awareness.
 - Developed sales and promotional strategies.
 - Conducted market research and analyzed customer behavior.
 - Collaborated with the sales team to improve product positioning.
 - Increased brand visibility and customer engagement through digital and traditional marketing.
 - Developed consumer engagement strategies for product awareness and sales.

LANGUAGES

- Amharic ● ● ● ● ●
- English ● ● ● ● ●