

VIRGINIAH KIHIA

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PERSONAL PROFILE

A focused and dedicated sales and marketing professional offering over 10 years .

. Confident and demonstrates a strong ability to manage deliverables.

. Offers strong negotiation, presentation, networking and relationship building skills.

KEY COMPETENCIES /SKILLS

Distribution channel management

Responsible for the introduction and execution of the new distributor based route to market

Responsible for the performance of three key distributors in Coast.

CAREERPROGRESSION

NOV 24-TO DATE SBC PEPSI (CYKA)

TRADE REPRESENTATIVE (COAST)

Deliverables

1. Managing stockists
2. Achieving sales targets
3. Marketing coordination

February 2022-to Dec 22

RAISONS DISTRIBUTORS LTD

Trade Representative {coast}

Deliverables

- Achieve set sales target
- Market intelligence
- Increasing market share

May2017-Dec2020

EZZI TRADERS LTD

Key Accounts (coast

Deliverables

.Increase market share of the whole portfolio

.Achieve the set sales target

.Market intelligence

June2009 –Sept 2016

PWANI OIL LTD

REGIONAL MANAGER(Coast)

Deliverables

- Achieve the target
- Manage area distributors
- Organize sales campaigns
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2002-2009

EXCEL CHEMICALS LTD

Regional sales supervisor(-Coast)

Deliverables

- Manage area distributors
- Credit control; Ensure adherence to company's credit policy
- Market coordination

EDUCATION

Year	Institution	Qualification
Ongoing	kenya methodist University	undergraduate business management(distant learning)
2007-2008	Kenya institute of management	Diploma(Business management)
1995-1997	Commercial & Technical Institute	Diploma (Marketing)
1990-1993	Kahuhia Girls High School	Kenya Certificate of Secondary Education

ADDITIONAL INFORMATION

Computer literacy: Ms-Office (Ms-Word .Excel ., PowerPoint)

Religion : Christian

Nationality Kenyan

HOBBIES AND INTERESTS

Socializing ,community service, reading motivational books

REFEREES

1. .Swale Dafala
Sales Manager
Raions Distributors
0786101325
2. Mr. Abbas
Director
Ezzi Traders ltd
0713560994
3. Eunice Wangari
G4s
Nairobi 072265
6055