

# PAUL AMAYA.

## Sales Representative | Sales Data Analyst.

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### PROFESSIONAL SUMMARY

Highly motivated and results-oriented Sales specialist with over 3 years of experience exceeding sales targets and building strong relationships with distributors and clients. Proven ability to leverage a Distributor Management System (DMS) to optimize sales strategies, track performance, and streamline communication. Expertise in product knowledge, negotiation and market analysis. Passionate about exceeding customer expectations and achieving mutually beneficial partnerships.

### EDUCATION & CERTIFICATIONS

**Bachelor of Arts in Economics**

Maasai Mara University

**Certified Data Scientist (CDS)**

African Centre for Data

Nairobi, Kenya

Science & Analytics Ltd

### EXPERIENCE

#### Territory Sales Representative | Kenya Breweries Limited | Feb 2022 –Dec 2024

- Develop and implement a territory trade marketing plan which meets the objectives of the area trade marketing plan in the areas of brand, volume, merchandising and promotion.
- Ensure that the territory distribution objectives of brand availability, stock holding and stock rotation are achieved.
- Implement promotions, develop and execute merchandising programs at Point of sale with optimum use of resources and materials in order to achieve the highest in-store visibility and sales performance for the strategic brands.
- Provide market information and reports on performance of customers, brands and competition to ensure that the relevant marketing people are fully informed.
- Utilized the company's management system to identify sales trends, analyse distributor performance, and tailor sales strategies accordingly.
- Build loyalty by providing support to the trade through regular visits, accurate communication, problem solving, specialized advice and fair trade.
- To constantly monitor the achievement of yearly/cycle objectives through accurate reporting and feedback.
- Encourage adult consumers and retailers to buy EABL's Innovations brands and strengthen brand loyalty.
- Manage financial accounts, assigned assets and material to ensure that trade marketing resources are secure and used in the most efficient and effective manner possible.
- Conducted product presentations and negotiations, securing new contracts and achieving win rates.
- Monitored competitor activity and market trends, keeping leadership informed and adapting sales strategies to remain competitive.
- Responsible for accurate invoicing procedures, materials or goods under my control.

## Sales Data Analyst | Ayoti Beer Distributors Limited | Jan 2021 - Jan 2022

- Analysis of demand patterns, supply chain data, and market trends to optimize inventory levels. Minimizing carrying costs while ensuring sufficient stock to meet customer demands helps maximize efficiency and profitability.
- Managed the distributor's inventory management system (DMS) ensuring accurate stock levels.
- Ensuring accurate capture of all stock transactions into the system, in terms of receipts, counting, transfer and reconciliations; for orders, specific load outs, invoices, Stock transfers, collections and warehouse inventory.
- Provision of assistance in predicting future demand, by examining economic indicators, consumer behavior, and industry trends, thereby enabling better inventory management decisions to meet customer needs effectively.
- Collection, analysis, evaluation, and reporting of sales data and different product trends, in order to increase Sales Productivity.
- Carry out daily & monthly stock takes of all products in the warehouse.
- Creation of visually appealing dashboards and reports to communicate insights effectively.
- Generating regular reports on sales performance, market trends, and key performance indicators (KPIs).
- Developed customized reports to address specific business questions.
- Identified key market segments based on demographics, geography, and consumer behaviour.
- Analysed the performance of different segments and territories to identify growth opportunities
- Analysed distributor performance against targets and historical trends.
- Monitored individual and team-level sales performance.
- Analysed sales metrics like sales volume, revenue, and customer acquisition.
- Identify top-performing and underperforming sales representatives.
- Tracking sales performance of different product categories and brands.
- Identified best-selling and slow-moving products (SLOBS).
- Analysed the impact of promotions and marketing campaigns on sales

### SKILLS

- Distributor Management Systems (DMS).
- Sales & Account Management.
- Customer Relationship Building & Negotiation
- Market Analysis & Competitive Intelligence.
- Product Knowledge & Presentation Skills.
- Customer Service & Communication.
- Data Analysis & Reporting: SQL, Python, Power BI & Tableau.

### REFERENCES.

**1. Paul Ondoro,**

General Manager,

Ayoti Distributors Limited,

Email:operations@ayotigroup.com,

Tel No: +254 703662735.

**2. Bernard Kubasu,**

RTC Manager,

Kenya Breweries Limited,

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