

MARK MARANGA

Location: Eldoret, Kenya | **Phone:** 0748623870] | **Email:** markmaranga(@gmail.com)

PROFESSIONAL SUMMARY

Dynamic and persuasive Sales Professional with extensive experience in field marketing and business development. Proven track record as a Safaricom Brand Ambassador, specializing in educating the public on digital services and driving the adoption of flexible payment solutions(lipa mdogo mdogo). Expert at identifying high-value business leads, managing KYC verification, and converting prospects into long-term clients. Ready to leverage local market knowledge to grow the Jiji vendor ecosystem.

CORE STRENGTHS

Business Acquisition: Expert at identifying and registering new vendors and service providers.

Product Education: Simplifying the benefits of "Premium Services" to business owners.

Sales Closing: Proven ability to upsell boost packages and subscription-based models.

Regulatory Compliance: Thorough understanding of KYC (Know Your Customer) and registration protocols.

Relationship Management: Building trust with SMEs and local entrepreneurs in Eldoret.

PROFESSIONAL EXPERIENCE

Brand Ambassador | Safaricom PLC

Project-Based (Eldoret/Western Region)

Key Accomplishments:

Lipa Mdogo Mdogo Initiative: Successfully marketed and sold smartphone financing plans to customers, managing the end-to-end sales process and explaining the value of flexible credit.

B-Live Campaign: Led mass education drives to inform the public on B-Live functionality, significantly increasing service awareness and user sign-ups.

Customer Registration & KYC: Managed high-volume SIM card registrations, ensuring 100% accuracy in KYC verification and data entry.

EDUCATION

- **BACHELOR DEGREE IN BUSINESS MANAGEMENT MARKETING OPTION**

TECHNICAL SKILLS

- **Field Sales & Pitching:** Expert at cold-calling and door-to-door business registrations.
- **Digital Platforms:** Proficient in using mobile sales apps and navigating online marketplaces.
- **Customer Support:** Skilled in handling objections and resolving client queries on-site.

REFEREES

Mr Oyungi TDR (*Eldoret/Western Region*)

Phone NO:0780208960