

ANYOKA ELIUD JAMES ANYOKA

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PROFESSIONAL PROFILE

A highly experienced sales, marketing, and business development professional with over 10 years of expertise in driving revenue growth and expanding market reach. Proven success in identifying and reaching new clients, building long-term relationships, and developing strategic marketing campaigns. Adept in client needs assessment, market trend analysis, and competitive intelligence, with a strong ability to cross-sell and maximize revenue streams. Skilled in managing teams and delivering on targets through strategic execution. Proficient in customer relationship management, business modeling, and planning marketing strategies. Currently enhancing my digital marketing and web development skills.

EXPERIENCE**Business Leader****Car and General Ltd – Kisii Branch**

August 2018 – 2021

- Led branch operations and executed marketing campaigns across multiple channels, driving increased market share.
- Spearheaded business development strategies and maintained relationships with key accounts.
- Monitored market trends and competitor activity to refine product offerings and strategies.
- Managed and trained sales teams, achieving consistent revenue growth through cross-selling and new client acquisition.
- Increased sales by 80% through market research and proactive customer engagement.

Assistant Sales Manager**Car and General Ltd – Malindi Branch**

May 2016 – 2018

- Identified new business opportunities, driving branch sales and revenue growth.
- Conducted market analysis to adjust pricing and develop customer-centric solutions.
- Delivered presentations on branch performance and implemented action plans to meet sales targets.
- Fostered client relationships through personalized communication and efficient service, ensuring client retention and satisfaction.

Sales and Marketing Executive**Car and General Ltd – Mombasa-Malindi Branch***January 2011 – 2016*

- Increased market penetration by developing relationships with new clients and strengthening existing accounts.
- Conducted customer forums and field visits to understand and address client needs.
- Collaborated with internal teams to ensure the successful launch of new products and services, while keeping clients informed about promotions.

Sales Engineer**Eco Save Ltd – Nairobi Branch***January 2010 – July 2010*

- Prospected for new clients through cold calling and scheduled meetings to create awareness of company products.
- Developed and executed strategies that resulted in a 50% increase in sales.
- Engaged clients with tailored product offerings and maintained relationships to drive repeat business.

EDUCATION**Digitech Course****Elimu Resource Centre, Malindi, Kenya***2024 – Present*

- Web Development, Graphic Design, Mobile App Development, Photography, Videography, Social Media Management.

Bachelor of Science in Manufacturing Engineering**Kenyatta University, Nairobi, Kenya***2009*

- GPA: 3.0 (Second Class Upper)
- Coursework in Selling and Marketing, Communications, and Psychology.
- Proficient in computer applications, C++ programming, Microsoft Office, engineering drawing design, and AutoCAD.
- Participated as a career advisor and member of the Engineering Club.

High School Education

Nyambaria High School, Nyamira County, Nyanza Province

KSCE Certificate, 2002

- Scored a B (plain).
- Participated in science congresses and attended a youth congress covering Homiletics, Self-reliance, Health, Family Life and Marriage, and HIV/AIDS.

SKILLS AND COMPETENCIES

- **Business Development:** Proven ability to drive growth by identifying new opportunities and maintaining client relationships.
- **Sales & Marketing:** Expertise in strategic planning, execution of marketing campaigns, and competitor analysis.
- **Customer Relationship Management:** Skilled in understanding customer needs, cross-selling products, and ensuring client satisfaction.
- **Market Research & Intelligence:** Adept at analyzing trends and developing market-driven solutions to optimize business performance.
- **Leadership & Team Management:** Capable of leading teams to achieve sales targets and deliver consistent results.
- **Digital & Social Media Marketing:** Proficient in generating digital marketing content and leveraging social media for lead generation.
- **Negotiation & Business Modeling:** Experienced in contract negotiation and revenue structuring.
- **Communication & Cold Calling:** Strong verbal and written communication skills, confident in engaging potential clients and presenting value propositions.

ACCOMPLISHMENTS

- Revitalized a low-performing branch, increasing sales from Ksh 13M to 28M through strategic initiatives.
 - Opened new markets in previously untapped territories, significantly contributing to company growth.
 - Led the top-performing branch, receiving multiple awards for exemplary performance.
 - Successfully introduced new products to the market, increasing customer base and revenue streams.
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REFERENCES

Mr. Wallace Chege

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