

MUTHONI MORRIS MWANGI

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Personal Profile

Ambitious and results-driven Business development Officer with extensive experience in the sales and marketing services sector. Possesses a deep understanding of financial products, customer relationship management, and market analysis. Recognized for achieving significant deposit growth through strategic planning, exceptional sales techniques, and a dedication to outstanding customer service. Proficient in identifying opportunities, negotiating favorable terms, and ensuring compliance with financial regulations. A proactive team player with excellent communication, analytical, and problem-solving skills. Committed to meeting targets, enhancing client loyalty, and contributing to the financial stability and growth of the organization. Have experience and passion for remote and digital marketing for Nongovernmental organization.

EDUCATION

BSc Agribusiness Management

Jaramogi Oginga Odinga University of Science and Technology: September 2016 – March 2023

Technical Skills

Financial Knowledge:

- Comprehensive understanding of banking products and services, particularly deposit accounts.
- Familiarity with financial regulations and compliance requirements.

Sales Skills:

- Proven success in direct sales, telemarketing, and networking.
- Expertise in sales techniques and strategic planning.

Analytical Skills:

- Proficient in analyzing financial data to identify potential depositors.
- Skilled in market research and trend analysis.

CRM Software Proficiency:

- Experienced in using Customer Relationship Management (CRM) software.
- Capable of maintaining and updating customer databases effectively.

Digital marketing

- Experienced in use of social media platforms for product promotions and advertisement

Soft Skills**Communication Skills:**

- Excellent verbal and written communication abilities.
- Strong interpersonal skills for building and maintaining client relationships.

Negotiation Skills:

- Proficient in negotiating terms and interest rates with depositors.
- Effective in conflict resolution and addressing objections.

Customer Service Orientation:

- Dedicated to providing exceptional customer service.

- Patient and empathetic in handling customer inquiries and issues.

Competencies

Goal-Oriented:

- Strong drive to achieve and surpass deposit targets and goals.
- Highly motivated to deliver outstanding performance.

Organizational Skills:

- Capable of managing multiple tasks and prioritizing effectively.
- Attentive to detail and accuracy in work.

Problem-Solving Skills:

- Skilled in identifying issues and developing effective solutions.
- Creative in finding new ways to attract and retain deposits.

Adaptability:

- Flexible in adapting to changing market conditions and customer needs.
- Committed to continuous learning and improvement.

Integrity:

- High ethical standards and professionalism.
- Trustworthy in handling sensitive financial information.

Industry Knowledge

Market Knowledge:

- Understanding of the local market and customer demographics.
- Awareness of competitors' products and strategies.

Product Knowledge:

- In-depth knowledge of various deposit products and services offered.
- Ability to explain the benefits and features of these products to potential customers.

WORK EXPERIENCE**Business Development Officer, Team Lead**

Centenary Micro Enterprise Limited : May 2024 – Present

Duties and Responsibilities

- Designed and executed comprehensive marketing strategies to promote the company's products and services.
- Conducted market research to identify target markets, customer preferences, and industry trends, refining marketing strategies accordingly.
- Developed and implemented marketing campaigns across various channels including online advertising, social media, email marketing, and print media.
- Monitored and analyzed the performance of marketing campaigns, using metrics such as lead generation, conversion rates, and ROI, making necessary adjustments to optimize results.
- Collaborated with the creative team to develop engaging marketing materials, including website content, brochures, videos, and social media posts.
- Managed the company's online presence, including website optimization, SEO, and social media management.
- Coordinated and attended promotional events, trade shows, and exhibitions to represent the company and promote its products and services.
- Built and maintained relationships with key stakeholders, such as customers, suppliers, and industry influencers, through effective communication and networking.
- Stayed updated on the latest marketing trends, tools, and techniques, continuously seeking opportunities for innovation and improvement.
- Prepared reports and presentations to communicate marketing strategies, performance, and recommendations to the management team.

Sales Team Lead

Sunking Solar Company, Kilifi : July 2022 – March 2023

Duties and Responsibilities

- Led and motivated a team of solar sales representatives, providing guidance, coaching, and performance management to ensure targets were met or exceeded.
- Developed and implemented effective sales strategies to achieve company revenue targets and expand market share in the solar energy sector.
- Built and maintained strong relationships with key clients, understanding their needs and ensuring excellent customer service throughout the sales process.
- Drove lead generation efforts through various channels such as referrals, partnerships, digital marketing, and events, overseeing the conversion of leads into sales opportunities.
- Managed the sales pipeline, tracked sales activities, and provided accurate sales forecasts to management, implementing efficient processes for lead qualification, prospecting, and closing deals.
- Stayed updated on industry trends, competitor activities, and market conditions, conducting market research and analysis to identify opportunities for growth and improvement.
- Conducted training sessions for sales team members on product knowledge, sales techniques, and industry developments, fostering a culture of continuous learning and skill enhancement.
- Prepared regular reports on sales metrics, team performance, and revenue projections, analyzing data to identify areas for improvement and implementing corrective actions as needed.
- Collaborated with cross-functional teams including marketing, operations, and finance to ensure alignment of sales activities with overall business objectives.
- Ensured compliance with company policies, industry regulations, and ethical standards, maintaining high standards of service quality and customer satisfaction.

Industrial Attachment

Ministry of Agriculture, County Government of Nyeri : February 2021 – April 2021

Duties and Responsibilities

- Provided administrative support to Component Four.
- Facilitated meetings, conference calls, correspondence, and maintained contact lists.
- Supported office agribusiness-related activities.
- Followed up on head office requests with operations.
- Assisted in documenting signed MOUs and other documents.
- Took office meeting notes and maintained a directory of partners' contacts.

- Helped with planning and hosting training events.
- Supported the preparation of project reports on Component Four activities.

Customer Sales and Service

Silververtex Agro Suppliers Limited, Nakuru : May-September 2018

Duties and Responsibilities

- Managed large volumes of incoming phone calls.
- Generated sales leads and identified customer needs to achieve satisfaction.
- Built sustainable relationships and trust with customer accounts through open and interactive communication.
- Provided accurate, valid, and complete information using the appropriate methods/tools.
- Met personal and team sales targets and call handling quotas.
- Handled customer complaints, provided appropriate solutions, and followed up to ensure resolution.
- Kept records of customer interactions, processed customer accounts, and filed documents.
- Followed communication procedures, guidelines, and policies.
- Went the extra mile to engage customers.

REFERENCES

1. Lucy Muriru

Operations Manager

Centenary Microenterprises Limited

0723104606

2. Jathan Mathenge Gichohi

Regional Sales Officer

Sunking Solar Company

0768374875

3. Dr Mary Orinda

Dean of students

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