



IBRAHIMU MREMA
P.O.BOX 7770, DAR ES SALAAM
PHONE: +255783548880
MAIL: ibrahimmrema@yahoo.com

1:0 PERSONAL DETAILS

Nationality : Tanzanian
Place of birth : Kilimanjaro
Date of Birth : 24th April 1988
Sex : Male
Marital Status : Single

3:0 EDUCATION BACKGROUND

July 2013- November 2015: Master Degree in Business Administration (MBA)
University of Dar es Salaam (UDSM)

October 2009 – June 2012: Bachelor of Mass Communication (BAMC) at St Augustine University of Tanzania. (Specialized in public relations and marketing)

April 2007 - February 2009: Advanced Certificate of Secondary Education (ACSE), at Arusha Catholic Seminary.

January 2002- October 2006: Certificate of Secondary Education (CSE), Kindoroko secondary school.

OBJECTIVE

My career goal is to work with an organization that offers professional growth while being resourceful, innovative, flexible and able to strive for quality by applying process and discipline in optimizing performance.

4:0 WORK EXPERIENCE

- CURRENTLY: OCTOBER 2015 to DATE, MK GRAND LOUNGE , (as **HR and general manager**)

Summary of duties

	WORKS	MAIN DUTIES
1	Job design and job analysis	<i>involves describing the job requirements, such as skills, qualification and work experience</i>
2	Employee hiring and selection	<i>filter out the most suitable candidates from the pool of applicants</i>
3	Employee training & development	<i>preparing employees for bigger tasks and responsibilities, which leads to the holistic development employees at work</i>
4	Compensation and Benefits	<i>To use benefits and compensation as a leverage to boost employee productivity as well establish a good public image business</i>
5	Employee performance management	<i>Effective performance management ensures that the output of the employees meets the goals and objective of the organization</i>
6	Labor relations	<i>harmonious relationships between employees at the workplace</i>
7	Employee engagement and communication	<i>Proper communication and engagement for the employees as well as the organization</i>
8	Personal support for employees	<i>Involve assisting employees when they run into personal problems which may interfere with the workflow to our company</i>
9	Succession Planning	<i>planning, monitoring, and managing the growth path of the employees from within the organizations</i>



(Other duties as manager)

- Planning and organizing accommodation, catering and other hotel services
- Promoting and marketing the business
- Managing budgets and financial plans as well as controlling expenditure
- Maintaining statistical and financial records
- Setting and achieving sales and profit targets
- Dealing with contracts and suppliers
- Ensuring security is effective
- Carrying out inspections of property and services
- Ensuring compliance with licensing laws, health and safety and other statutory regulations



- February 2013 TO JUNE 2013, MOUNT MERU MILLERS COMPANY LTD
(Assistant sales manager)

Summary of duties

	WORKS	MAIN DUTIES
1	Coordinating Sales	<i>Organizing and plan the long term and daily sales of Sunola and Gold cooking oil products</i>
2	Makes a plans for Searching new customers	<i>Making the short and long term plans of winning the new customers and maintaining the present company customers</i>
3	Organizing Research for new market	<i>Collects marketing data, competitors data, processing them and implement the findings to win the market</i>
4	Facilitate training for Persuasion about the company and its products to customers	<i>This involve train the sales team to deliver the proper message about the company and its product to customer and other stake holders</i>
5	Organizing promotional activities	<i>Involve advising the management about the various means to stimulate the sales and create awareness about the product to the customers</i>
6	Supervising and analyzing marketing behavior for effective promotion campaigns	<i>Involve day to day monitoring the market, and initiate flexibility in respond to market changes</i>
7	Day to day management of the sales team ensuring they are on track for achieving sales target	<i>Supervising the sales team, train, advice , participate to sales mater such as monitoring the daily sales target ,create the new sales target and give the sales advice to the team fail to meet the sales target</i>
8	Managing the company's social media accounts and posting relevant content	<i>To update of company social net works to deliver up to date product message to the customers</i>
9	Training the sales team on sales techniques and giving advice	<i>To provide the sales techniques, skills to sales team based on market research and the market demands</i>

- JULY 2012 February 2013, Arusha Journalism Training College AJTC (**Teacher**)

Summary of duties

- Teaching marketing subjects
 - Teaching public relations subjects
 - Composing examinations
 - Marking examinations
 - Supervising students' academic paper writings
 - Advising and preparing the publication materials for promoting the college
- JUNE 2011 - SEPTEMBER 2011: TTCL COMPANY LTD (**trainee at sales and marketing department**)

Summary of duties

- Customer services,
- Customer care.
- Sales TTCL products
- Prepare the bills for postpaid customers.
- Persuasions, promotion, searching and maintain the customers
- Facilitating exhibitions.

5:0 OTHER SKILLS AND ABILITY

- DRIVING SKILLS, with certificate of driving& driving license
- MARKETING SKILLS, awarded certificate For approval from TTCL
- COMPUTE APPLICATION SKILLS: with certificate in Microsoft tools(Excel, Word, Power Point, Publisher, E-mailingetc)
- Ability to work independently or as part of a team and leadership potential
 - Ability to rapidly master new concepts within or outside the organization
 - Ability to work under supervision
 - Ability to work without supervision
 - Ability to work for time to meet the deadline
 - Ability to work in multi disciplinary and multicultural environment



6:0 LANGUAGE SKILLS

Language

- English
- Kiswahili

7:0 INTEREST AND HOBIES

- Volunteering, Networking, Challenging discussions , listening encouraging speeches, Swimming, Travelling, public talks, and inspirational speeches





8:0 REFERENCES

<p>DR OMARY MBURA SENIOR LECTURE AND HEAD OF MARKETING DEPARTMENT AT UNIVERSITY OF DAR ES SALAAM P.O.BOX 35046 MOBILE:+255 715 264 591</p> <p>DR KITINDI SENIOR LECTURE AT UNIVERSITY OF DAR ES SALAAM P.O.BOX 35046 MOBILE:+255 715 545 548</p>	<p>MISS, EDNA MOLLEL SALES MANAGER AT MOUNT MERU MILLERS P.O BOX 127 ARUSHA MOBILE: +255 759 046 435</p> <p>Madam Kemikimba Lecture at SAUT Phone, 0715 697 490. P.O.BOX 307, Mwanza, Tanzania</p>
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Certification

I certify that all the information stated in this CV is true and complete to the best of my knowledge.

Signature:

Date:

UNIVERSITY OF DAR ES SALAAM



This is to certify
that

Ibrahimu Mrema

having satisfied the requirements for the award of the

DEGREE OF MASTER OF BUSINESS ADMINISTRATION

was admitted to the degree at a congregation
held in DAR ES SALAAM, on the

Eighteenth day of November
in the year Two thousand and fifteen

K. M. M. M. M. M.

Vice Chancellor



[Signature]

Deputy Vice Chancellor
(Academic)

MBA0001918



UNIVERSITY OF DAR ES SALAAM

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 Fax : +255-22-2410078
 E-mail : dvc-arc@admin.udsm.ac.tz
 Website : http://www.udsm.ac.tz



P.O.Box : 35091
 DAR ES SALAAM
 TANZANIA



TRANSCRIPT OF EXAMINATIONS RESULTS

Surname: MREMA		First Name: IBRAHIMU	Middle Names:
Sex: MALE	Country of Citizenship: TANZANIA	Permanent Address: P.O.BOX 127, DAR ES SALAAM	
Registration No: 2013-05-00280	Date of Birth: 24.04.1988	Admitted: 2013	Completed: 2015
Entrance Qualifications :	BACHELOR OF ARTS IN MASS COMMUNICATION IN 2011 AT THE SAINT AUGUSTINE UNIVERSITY OF TANZANIA		
Other Qualifications :	ACSE: ARUSHA CATHOLIC SEMINARY IN 2009, CSE: KINDOROKO SECONDARY SCHOOL IN 2008		
Name of Programme : MASTER OF BUSINESS ADMINISTRATION			
Overall GPA : 3.5		Remarks : PASS	

COURSEWORK EXAMINATIONS RESULTS

Course Code	Course Title	Units	Grade	Points
AC 600	Managerial and Financial Accounting	3.0	B	9
FN 601	Financial Management	3.0	B	9
MK 600	Advanced Marketing Management	3.0	B	9
MS 600	Quantitative Methods	3.0	B	9
MS 601	Organization Theory and Management	3.0	B	9
MS 602	Managerial Economics	3.0	B+	12
MS 603	Information Technology and Business Computing	3.0	B+	12
MS 604	Business Research Methods	3.0	B	9
MS 605	Management Information Systems	3.0	B+	12
MS 606	Management Decision Making Techniques	3.0	B	9
MS 609	Business Law and Ethics	3.0	B+	12
PN 600	Operations Management	3.0	B	9
HR 600	Human Resources Management	3.0	B+	12
HR 602	Labour Law	3.0	B	9
HR 603	Manpower Planning	3.0	B	9
MK 608	International Marketing	3.0	B	9
MK 611	Small Business and Entrepreneurship	3.0	B	9
MS 607	Strategic Management	3.0	B+	12
Sub-total		54		180

DISSERTATION/THESIS/RESEARCH PAPER / GRADUATE ESSAY EXAMINATION RESULTS

Course Code	Course Title	Units	Grade	Points
MS 899	Dissertation	18.0	B+	72
Title: The Role of public Relations in the sales Performance of the Telecommunication Industry in Tanzania: A Case of Vodacom Company LTD				
Grand-total		72		252

THE SAINT AUGUSTINE UNIVERSITY OF TANZANIA



This is to Certify

That

Ibrahimu Mrema

having satisfied the requirements of the
University and on the recommendation
of the Senate has been awarded

BACHELOR OF ARTS IN MASS COMMUNICATIONS
(Lower Second)

at a congregation held in Mwanza

On the 24th of November in the year Two Thousand and Twelve



Chancellor



Vice Chancellor



Deputy Vice Chancellor
for Academic Affairs

THE SAINT AUGUSTINE UNIVERSITY OF TANZANIAP.O.Box 307
Mwanza, TanzaniaPhone: 255-28-2552725
Fax: 255-28-2550167**TRANSCRIPT OF EXAMINATIONS RESULTS**
(Bachelor of Arts in Mass Communications)

Surname: MREMA	First name: IBRAHIMU	Middle names:
Citizenship: TANZANIAN	Reg No: BAMC 12870	Admitted: 2009
		Completion: 2012
Overall G.P.A: 3.26		CLASSIFICATION: LOWER SECOND

EXAMINATION RESULTS**FIRST YEAR 2009/2010**

CODE	COURSE TITLE	MARKS	GRADE	POINT	GPA
EC 115	Economics I	51	C	2	
LG 111	Communication Skills I	66	B	3	
LG 112	Basic English level I	68	B	3	
MC 111	Basic News Reporting	67	B	3	
MC 112	Introduction to Broadcasting	59	C	2	
PH 111	Introduction to Philosophy	61	B	3	
PH 113	Social Ethics	69	B	3	
PR 111	Principles of Public Relations	59	C	2	
SD 111	Introduction to Sociology	66	B	3	
EC 125	Economics II	76	B+	4	
LG 121	Communication Skills II	66	B	3	
LG 122	Basic English Level II	66	B	3	
MC 121	News Editing	71	B+	4	
MC 122	Radio and TV Programming	64	B	3	
MT 152	Statistics	51	C	2	
PH 122	Critical Thinking	66	B	3	
PR 212	Principles of Advertising	50	C	2	
SUBTOTAL				48	2.82

SECOND YEAR 2010/2011

CODE	COURSE TITLE	MARKS	GRADE	POINT	GPA
DS 101	Development Perspectives	67	B	3	
MC 211	Advanced News Reporting	53	C	2	
MC 212	Writing for Broadcasting	69	B	3	
MC 214	Theories of Mass Communication	72	B+	4	
MC 215	Photojournalism	61	B	3	
PR 121	Writing for Public Relations	74	B+	4	
RM 211	Research Methods	77	B+	4	
MC 221	Feature writing and Editing	65	B	3	
MC 224	Media History	63	B	3	
MC 225	Communication Research	67	B	3	
MC 226	Media Ethics	56	C	2	
MC 227	TV Production I	66	B	3	
PR 215	Public Relations in Practice	64	B	3	
REL 221	Comparative Religions	78	B+	4	
LG 211/221	Basic French	Pass			
SUBTOTAL				44	3.14



THIRD YEAR 2011/2012

CODE	COURSE TITLE	MARKS	GRADE	POINT	GPA
MC 314	International Communication	82	A	5	
MC 316	Media and Society	74	B+	4	
MR 311	Introduction to Marketing Principles	81	A	5	
PR 312	Strategic Corporate Communication	83	A	5	
SLW 314	Human Rights	70	B+	4	
SO 313	Gender Issues	68	B	3	
CE 398	Oral Comprehensive Examination	80	A	5	
GM 323	Business Policy and Strategic Management	68	B	3	
MC 315	Advertising II	75	B+	4	
MC 324	Media Management	65	B	3	
MC 328	Graphics and Web Design	87	A	5	
PR 326	Advanced Public Relations II	68	B	3	
RM 399	Research Paper	64	B	3	
SLW 384	Media Law	67	B	3	
SUBTOTAL				55	3.92

P. H. Rugemurungu
CORPORATE COUNSEL

F. Shadema
DEPUTY VICE CHANCELLOR
FOR ACADEMIC AFFAIRS
UNIVERSITY OF TANZANIA

Key to the Grades and other symbols for University Examinations: SEE THE TABLE BELOW

Grade	A	B+	B	C	D	E
Marks	80-100%	70-79%	60-69%	50-59%	35-49%	0-34%
Grade Points	5.0	4.0	3.0	2.0	1.0	0.0
Remarks	Distinction	High credit	Credit	Pass	Fail	Bad Fail

Key to Classification of Awards: SEE THE TABLE BELOW

Overall G.P.A	4.50 - 5.00	3.50 - 4.49	2.80 - 3.49	2.00 - 2.59	0.00 - 1.99
Class	FIRST	UPPER SECOND	LOWER SECOND	PASS	FAIL

The National Examinations Council of Tanzania*Advanced Certificate of Secondary Education*This is to certify that **IBRAHIMU MREMA**Index No. **S0171-0502**

sat for the Advanced Certificate of Secondary Education Examination

at **ARUSHA CATHOLIC SEMINARY**in **FEBRUARY 2009**

and qualified for the award of an

ADVANCED CERTIFICATE OF SECONDARY EDUCATIONin Division **TWO**

after attaining the following performance:-

Subject	Grade
GENERAL STUDIES	S (PASS)
HISTORY	E (PASS)
GEOGRAPHY	E (PASS)
DIVINITY	D (PASS)
ENGLISH LANGUAGE	C (PASS)

Chairperson

Executive Secretary

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AC09 0021026





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**ARUSHA JOURNALISM TRAINING COLLEGE*****Certificate***

This is to certify that
IBRAHIM MREMA

*Having completed the prescribed course of study and having
passed the required examinations, has been awarded
a certificate in COMPUTER APPLICATION,
That was held from, March 2009 to June, 2009:*

INTRODUCTION	A
MS WORD 2003	B
MS POWER POINT 2003	B+
MS PUBLISHER 2003	B
MS EXCEL 2003	B
INTERNET	B
MAVIS BEACON	B+

30th JULY, 2009

*Executive Director of Studies
and Training* 

Senior Tutor 



TANZANIA TELECOMMUNICATIONS COMPANY LTD
OFFICE OF THE REGIONAL MANAGER/ARUSHA
TEL. NO. 2545004 - MOBILE 0732/ 0784-350035 FAX NO. 2545002/3
P. O. BOX 3190, ARUSHA.

**CERTIFICATE OF SUCCESSFULLY COMPLETION
OF THE PRACTICAL TRAINING.**

This is to certify that;

(NAME) **IBRAHIMU MREMA**

FROM: **ST. AUGUSTINE UNIVERSITY OF TANZANIA**

(OPTION) **BACHELOR OF ARTS IN MASS COMMUNICATION**

Has successfully Completed Practical Training at our company, in
Marketing department with Effect From 26th July 2011 to
9 September 2011 and qualified for the Award, under supervision of,

(NAME) **Leonard Laibu**
(Regional Manager Arusha)

(SIGNATURE) 

(DATE) **16th September 2011**

(Official stamp)



'TTCL - Bringing people closer'

