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# MATHEW HENRY

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## Summary

Results-oriented Sales Consultant with a proven record of surpassing sales targets through strategic initiatives and market insight. Skilled in direct marketing, door-to-door sales, and digital marketing, I excel at driving revenue growth. With a customer-centric approach and superior communication skills, I build strong client relationships and deliver compelling sales presentations. Adept at quantitative analysis and PR, I offer a unique blend of analytical thinking and creative problem-solving. My exceptional writing and editing abilities further enhance my ability to articulate value propositions. Ready to contribute to your team's success and exceed expectations.

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## Skills

- Digital marketing
  - Door to door sales
  - Superior writer and editor
  - Quantitative Analysis
  - Direct Marketing Campaign
  - Business development Market dynamics
  - Persuasive
  - Adaptability
  - Problem-solving
  - Public relations expert
  - Customer Services Oriented
  - Excellent written and verbal communicator
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## Experience

### **SALES AND MARKETING OFFICER | 06/2021 - 11/2023**

#### **Jibu Water**

- Develop and implement marketing strategies to drive brand awareness and increase sales of the company's drinks products.
- Conduct market research to identify customer trends, preference and competitors in the drink industry
- Manage company's marketing budget and allocate resources effectively to achieve marketing goals.
- Work closely with sales team to ensure alignment between marketing and sales efforts to drive revenue growth.
- Build and maintain relationship with key stake holders suppliers distributors, retailers and media partners.
- Represent the company events, tradeshow and conferences to promote the brand and build relationships within the industry.

### **MARKETING MANAGER | 11/2016 - 10/2020**

#### **Startimes**

- Developed agile contingency plans for projects, ensuring adaptability.
- Boosted brand presence via offline/online event participation.
- Evaluated competitors' strategies meticulously.
- Optimized onsite content for Startimes strategies.

- Formulated targeted marketing plans for diverse consumer segments.

## **AREA SALES SUPERVISOR | 04/2014 - 01/2016**

### **Mobisol - Ilala Region**

- Led recruitment efforts, sourcing and selecting top-performing sales agents to drive company growth and achieve sales targets.
  - Provided ongoing monitoring and comprehensive training programs for sales agents, ensuring adherence to best practices and continuous improvement in performance.
  - Strategically identified untapped marketing areas to optimize sales agent productivity and facilitate achievement of sales objectives.
  - Generated detailed daily, weekly, and monthly sales reports, leveraging data analysis to inform strategic decision-making and drive revenue growth.
  - Conducted thorough market research to stay abreast of industry trends, customer preferences, and competitive landscape, informing effective branding strategies, product positioning, and sales presentations.
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## **Education and Training**

### **Augustine University - Bachelor's Degree**

Business Administration, 2007

- Major-Accounts and Finance
  - Minor-Marketing
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## **Technical Expertise**

- Increased revenue by 15% by designing and launching a strategic customer communication plan.
  - Generated record sales by reworking client's marketing calendar.
  - Achieved 25% year-over-year growth for each managed account by continually improving marketing strategies and securing top-performing offers.
  - Improvised with customer interactions criteria and improved the overall structure of customer interactions.
  - Developed a response idea on how to avoid customer and management conflict.
  - Improved public relations with end user and helped brand protection in times of need.
  - Meeting my targets not below 75%.
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Refrees

Mbaraka Mubharaka

Regional sales manager

Jibu Water

0758778040

Paul Ngowi  
Lecturer SAUT  
0754369256  
Lusajo Mwakapeje  
Zonal sales manager-Mobisol  
0753205554  
Gasto Leo  
Country bussiness leader  
Startimes  
0754494149