

CHARLES SAMSON MSHANA

Mobile: +255 687 369 866 / +255 615569866

Email: chazsam07@gmail.com

PERSONAL PARTICULARS:

Date of Birth	12 th October, 1987
Nationality	Tanzanian
Sex	Male
Marital Status	Married
Residence	Dar es Salaam

EDUCATION BACKGROUND:

2012-2014	Diploma in Cooperative Management Moshi University College of Co-operative Studies
2007-2009	Advanced Certificate of Secondary Education (ACSE) Kibo Secondary School
2002-2015	Certificate of Secondary Education (CSE) Kibo Secondary School

WORK EXPERIENCE:

MS SPENN TANZANIA LIMITED

June, 2021-May, 2024

Position: Marketing and Sales Executive

Duties and responsibilities:

- . Conducting detailed market research to identify potential customers and their needs
- . Identifying potential enterprise customers and devising strategies to reach them
- . Selling and cross-selling the company's enterprise products and related services
- . Making live demonstrating enterprise products and services to potential customers
- . Initiating, negotiating and closing business deals with enterprise customers
- . Recruiting and on-boarding new merchants for payment services and solutions
- . Registering and activating new merchants onto the payments gateway network
- . Identifying, analyzing and promptly handling and resolving queries and complaints
- . Maintaining records of success stories, clients' feedback, complaints and shortfalls

SUPERLOCK TECHNOLOGIES

December, 2019-June, 2021

Position: Sales and After Sales Executive

Duties and responsibilities:

- . Implementing various advertising and promotion campaigns to raise brand awareness
- . Preparing business proposals and delivering sales presentations to potential clients
- . Selling and cross-selling various insurance policies using a consultative approach
- . Following up sales leads, negotiating and closing business contracts with customers
- . Ensuring tall warranty maintenance and repair services were being carried out on time
- . Ensuring all customers' for After-Sales and spare parts needs are met on a timely manner
- . Promptly acting on, resolving, and addressing customer issues, problems and complaints
- . Maintaining and updating a contact database of active customers registered for warranty

DIGITAL IMAGE MARKETING AGENCY

October, 2016-November, 2019

Position: Marketing, Branding and Activations Executive

Duties and responsibilities:

- ☐ Managing marketing, branding and activations events from ideation to execution
- ☐ Meeting clients to discuss their marketing, branding and product activation needs
- ☐ Branding client's event venue and creating and deploying event marketing materials
- ☐ Conducting road shows tailored to create brand awareness for client's products
- ☐ Acting as custodian for clients' brands and looking for ways to add brand value
- ☐ Coordinating Public Relations and media buying activities on client's behalf

OFF-GRID ELECTRIC TANZANIA LIMITED (SOLAR)

September, 2015-September, 2016

Position: Sales Executive**Duties and responsibilities:**

- . Identifying and recruiting new agents and wholesalers for various company products
- . Visiting potential customers to make sales presentations and product demonstrations
- . Providing customers with information about solar products sold by the company
- . Recommending various solar products policies to customers based on their preferences
- . Following up with potential customers until they make the purchase decision
- . Registering new customers for warranty/after-sales scheme for products purchased

HEINEKEN TANZANIA LIMITED

October, 2014-September, 2015

Position: Direct Sales Executive**Duties and responsibilities:**

- ☐ Identifying, recruiting and activating new dealers, wholesalers and retailers
- ☐ Visiting distributors, stockiest and retailers to ensure availability of products
- ☐ Assisting the Area Sales Manager with various market research activities
- ☐ Assisting with distributing of branded tables, chairs and coolers to qualified customers
- ☐ Conducting patrols to check against cooler abuse and supervising cooler maintenance
- ☐ Assisting with bar promotions and activations within the assigned sales territory

FINCA MICROFINANCE BANK

July-September, 2013

Position: Assistant Loan Officer (Field Training)**Duties and responsibilities:**

- . Marketing and selling various loan products offered by FINCA Microfinance Bank
- . Identifying new market segments and developing marketing strategies to reach them
- . Visiting potential customers to make sales presentations and product demonstrations
- . Providing customers with information about services and products offered by the bank
- . Following up with sales leads and potential customers until they make the decision

TRANSFERABLE SKILLS AND ABILITIES

- ☐ Excellent interpersonal, team work and multi-tasking skills
- ☐ Ability to sell products and services using a consultative sales approach
- ☐ Ability to work in a demanding and busy work environment
- ☐ Excellent customer care, listening and problem solving skills
- ☐ Expert knowledge of all facets of advertising; negotiation and influencing
- ☐ Demonstrated success in target-driven and competitive sales environment

REFEREES**Fredrick Msonga****Customer Service Manager**

SPENN Tanzania Limited

Mobile: 0714 883 990

Peter Semu**Accountant**

Ngorongoro Conservation Authority

Mobile:

Maureen Mwakalukwa**Senior Customs Officer**

Tanzania Revenue Authority

Mobile: 0713 514 292