**MR. EMMANUEL ADUNGO BRUNO, MBA– CV.**

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P.O Box 37895, 00100-NAIROBI

# BIO DATA BRIEF.

Gender: Male

Nationality: Kenyan

DOB: 1st November 1982

Languages: English, Kiswahili, Teso

# PERSONAL PROFILE.

A disciplined, Experienced and Aggressive individual with over 15 years work experience in Marketing done in three Corporate Organizations: Standard Chartered Bank Limited, Family Bank Limited and currently in Stima Investment Cooperative Society Limited to date. I have also Credit Management and Operations skills with a proven ability to perform functions accurately in a fast-paced work environment.

I hold Master’s in Business Administration (Strategic Management) at the University of Nairobi, Bachelor of Commerce Degree in Marketing at Kisii University, Diploma in Marketing, a one-year Marketing Society of Kenya Practitioners Diploma in Marketing course and am an active member of Marketing Society of Kenya.

In addition, I have also acquired diverse experience in development and Reviews of the Marketing and Business development strategic policies and procedures in line with the Strategic Plan. These includes Annual Budget, Marketing Plan and Customer Care skills. Am good in strategy execution, people management, coaching, problem solving & decision making, prudence financial management, good communication and interpersonal, risk management and leadership skills, a go-getter, tenacious, ambitious, positive and open minded person, self-driven, team player, dynamic and flexible person.

# SUMMARY OF SKILLS AND COMPETENCIES.

* Good in identification of commercial business opportunities and business proposals development.
* Effective negotiator and a good team player with strong communication skills and ability to manage and meet multiple deadlines while maintaining consistent attention to detail.
* Good in exploring, development and maintaining commercial business income streams;
* Good in preparing and presenting management, Executive reports.
* Good Relationship management & negotiation skills in liaising with key clients/Stakeholders / Project owners and Implementation Partners.
* Highly developed leadership, training and coaching skills
* Thorough in conducting market research and product development
* Ability to manage and nurture client and employee relationships
* A strong believer in continuous process improvement and innovations
* Information Management skills
* Investment and business Planning for market expansion
* Business development and growth strategies.
* Business Strategic Thinker for maximum profits
* Customer service enthusiast and advocate for better service delivery
* Extensive knowledge in financial analysis, models and marketing them.
* Good understanding of risk analysis, management and compliance monitoring
* Report writing and presentation
* Business presentations and communications skills
* Advanced Microsoft Excel in Financial Reporting and Data Analysis.
* Financial risk and credit analysis.

# 18 MAY, 2021-TO DATE. SENIOR CUSTOMER RELATIONS OFFICER AT STIMA INVESTMENT CO-OPERATIVE SOCIETY LIMITED IN CHARGE OF CUSTOMER SERVICE DEPARTMENTS.

**WORK EXPERIENCE.**

# Key contributions

* Implement customer relations strategies and policies to enhance customers’ loyalty and best customer care practices;
* Attend to Customer complaints, expedite corrections and follow up to ensure resolution;
* Facilitate customer education on the Society’s products through exhibitions and fairs and other promotional activities;
* Ensure that all calls are dealt with promptly in line with agreed standards and targets;
* Ensure that customers are advised of alternative communication methods including social media and email facilities;
* Promote new products to enhance customer service, collecting customer information and analysing customer needs;
* Maintain customer records and directory of customer’s contact details;
* Handle customer accounts and providing guidance on enhancing customer relationships;
* Formulate programs for retaining customer loyalty by establishing rapport with the customers especially those overseas;
* Plan and develop customer-focused programs;
* Ensure that the Navision ERP is used effectively to help process customer enquiries and accurately maintain and retrieve all records in a timely manner;
* Oversee the resolution of customer concerns and facilitating the delivery services to the customer;
* Promote and participate in Corporate Social Responsibility activities;
* Undertake Customer Surveys, follow ups, customer feedback mechanisms to promote customer service and satisfaction; and
* Utilize Information Technology to enhance customer satisfaction.

**10 AUGUST, 2018-TO 18 MAY 2021. SENIOR MARKETING OFFICER AT STIMA INVESTMENT CO-OPERATIVE SOCIETY LIMITED IN CHARGE OF MARKETING AND CUSTOMER SERVICE DEPARTMENTS.**

# Key contributions

* Create awareness messages on various issues to the members.
* Create market positioning through products and solutions.
* Ensure all adverts and publications are properly drafted in accordance to set guide lines and standards.
* Spearhead recruitment on new members in line with the society’s strategic plan.
* Spearhead sale of plots and other products.
* Develop, train and motivate the sales team in line with their set targets.
* Analyze market developments and advice on product development.
* Develop marketing plan geared towards members and prospects.
* Develop strategies that will enhance retention of members.
* Review marketing material to ensure that visual impact is in line with branding guidelines.
* Create marketing collateral.
* Organize site meetings, open days, member visits, road shows etc.
* Conduct research and market trend analysis, competitor offerings, demographics, and other information that affects marketing strategies.
* Uses research findings and analysis to provide direction to Business Development and Marketing Manager regarding upcoming marketing projects, new products or services, and overall marketing strategy.
* Identify areas for improvement in product offerings, sales tactics, marketing strategy, and promotional activities.
* Approve all marketing campaigns and plan before they are implemented.
* Monitor marketing and sales performance and adjust strategies as needed.
* Operational Roles and Responsibilities.

**14 AUGUST, 2017- 10 AUGUST, 2018. SENIOR MARKETING OFFICER AT STIMA INVESTMENT CO-OPERATIVE SOCIETY LIMITED IN CHARGE OF MARKETING DEPARTMENT.**

# Key contributions

* 1. **Managerial Roles and Responsibilities:**
* Implement marketing strategies to raise current market share, increase sales and support achievement of the Society’s goals and objectives;
* Identify new marketing opportunities and ensure the effective development and promotion of the Society and its products;
* Advise the General Manager by providing strategic guidance on marketing, communications and business development opportunities that are effective and generate positive, measureable results;
* Develop and implement an appropriate marketing communication and brand strategy in line with the Society’s strategic plan;
* Identify opportunities to offer new services or enhance existing services in order to attract high-value work and enhance value provided to customers;
* Develop and implement the marketing plan in line with the business growth objectives;
* Undertake continuous research on market trends, customer behaviour, business environment and recommending appropriate actions;
* Evaluate the effectiveness of advertising and trade promotion programs in accomplishing marketing and sales objectives;
* Effectively implement marketing performance monitoring process in order to ensure continues growth in marketing performance;
* Identify marketing opportunities and forecast future business growth to increase membership and sales;
* Supervise direct reports work and other administrative matters;
* Review performance of direct reports;
* Identify training needs for direct reports;
* Participate in the recruitment of staff within the department; and
* Mentor and coach staff
  1. **Operational Roles and Responsibilities**
* Enhance customer experience through effective customer relationship management;
* Implement strategic initiatives on customer creation and sales growth to increase market share and reach;
* Establish customer satisfaction programs, promotional packages and incentives as well as materials for media distribution.
* Facilitate customer education on investments and Society’s processes through trade fairs, exhibitions, and other promotional activities;
* Support, audit and manage internal processes, projects and other related activities alongside other business support areas.

**MARCH-2017 TO 14 AUGUST 2017. RELATIONSHIP MANAGER AT FAMILY BANK LIMITED**

# Key contributions

1. **Business Development**

* Identify new market opportunities and book new liability business
* Marketing for sustainable growth and overall stability on the liabilities side of the bank’s balance sheet through growth of current account/collection business as well as wholesale deposits from institutional clients
* Provide specialist information, guidance and advise to customers through the delivery of excellent customer service to resolve customer queries and achieve customer satisfaction
* Identifying and developing new business proposals efficiently and expeditiously to ensure that potential new business opportunities are not lost to competitors
* Keeping abreast of developments in the market, being aware of projects to be carried out by parastatals, government ministries and developmental agencies and their various sources of funding.
* Developing forecasts and quantify the expected business from prospective clients
* Manage a designated portfolio of customer relationships in order to identify and address customer needs, ensuring that the overall service provided is in line with customer expectations and the terms of the service offer.
* Prepare customer geared sales plans to ensure each relationship is managed according to customer’s needs and potential, regularly reviewing the customer portfolio to assess future needs and ongoing fee/income potential.

# Portfolio Analysis and Risk Management

* Manage existing relationships to deepen the relationship for Business Banking solutions through customer requirements and continuous contact
* Initiating and monitoring customer and Bank contact at all levels, ensuring that customers enjoy the highest standards of service
* Ensures that all new business are in line with KYC and CTF (Counter-Terrorism Financing Act 2006 ) laws and regulations and customer information is regularly updated
* Ensure adherence of all bank’s prescribed processes, standard operating procedures and central bank requirements
* Role Models the Brand and Corporate Values of the Bank in the internal and external market environment
* Works as part of the team for the purpose of winning together

**2016 JUNE-2017 FEBRUARY: TRADE MARKETING AND CORPORATE COMMUNICATIONS SUPERVISOR IN MARKETING DEPARTMENT AT FAMILY BANK LIMITED.**

# Key contributions

* Execution of campaigns by providing operational support to the business and coordination of marketing efforts.
* Execution and coordination of marketing activations.
* Ensure the outdoor visibility is well executed and the integrity of all assets is maintained
* Management of new branches and ATMs branding to ensure compliance and on time delivery.
* In-charge of all branding materials produced; maintaining required levels and integrity of materials and ensuring branding and de-branding is managed in all the events countrywide.
* Reporting:
* Branding across the branches with recommendations of any issues arising
* Message management in the branch, ATM and Head Office physical spaces
* Branding inventory and stock taking.
* Competitor in-market activity reports
* Campaigns running and executing to Branch Managers and Operation Managers
* Management of In-branch screen messages and Point of sale messages

**2012-2016 JUNE: CREDIT RELATIONSHIP OFFICER AT FAMILY BANK LIMITED.**

# Key contributions.

* In charge of business growth specifically loan book and deposits.
* Customer adviser on new products and services launched by the bank.
* Relationship management.
* Implementation of marketing strategies
* Developing and implementing marketing plans.
* Loan Portfolio at Risk Management

**2010 AUGUST-2011 DECEMBER: BUSINESS DEVELOPMENT OFFICER AT FAMILY BANK LIMITED.**

# Key contributions.

* In-charge of North Rift Region and all Business Development officers and Direct Sales staff in the region.
* Looking for new business for the bank within the region.
* Training the sales and branch teams on impactful sales presentations.
* Sending regular sales reports for the region to head of Business Development in head office.
* Deposit mobilization from existing and new customers for Kapsabet, Eldoret and Kitale branches.
* Supporting Kapsabet, Eldoret and Kitale branches in terms of customer numbers
* Doing sales presentations in big organized meetings which the bank was invited.

# Key contributions.

**2008 OCTOBER -2010 JULY: SALES EXECUTIVE AND TEAM LEADER AT FAMILY BANK LIMITED**

Worked at Family Bank as Direct Sales and Direct Sales Team Leader for one and half years.

* Identification of new market opportunities
* Business development and growth for market expansion to increase.
* Competitor marketing research and analysis
* Had face to face or cell phone interactions with customers and scheduling meetings
* Updating the customers on new products and services introduced by the bank.
* Facilitating accounts opening for all account type in the bank
* Deposit mobilization and managing existing customers for strong business relationship
* Supervising a team of eleven (11) Direct Sales Representatives for one year.
* Computing monthly commissions for Direct Sales Representatives

# 2008 JANUARY -2008 OCTOBER. SALES EXECUTIVE AT STANDARD CHARTERED BANK LIMITED

**Key contributions.**

Worked as Direct Sales Representative in Consumer Banking Division, Wealth Management and Unsecured Lending Value Centre.

* Identify new market opportunities for business growth.
* Managing the relationship through regular visits contacts and get feedback to ensure customers enjoy quality services
* Updating customers on new products and services they can enjoy in the bank in a bid to grow more products take per customer through cross-selling.
* Building sales pipe lines for business growth and to increase sales.
* Closing the sales and opening the accounts for the customers.
* Calling customers and meeting them for business engagements
* Deposit mobilization and managing existing customers to deepen the relationship.
* Ensures all new business was in line with KYC laws, regulations and customer information was regularly updated in the system

# ACADEMIC PROFESSIONAL TRAINING.

* **2019-2021:** MASTER OF BUSINESS ADMINISTRATION (STRATEGIC MANAGEMENT) AT THE UNIVERSITY OF NAIROBI.
* **2013-2015:** BACHELOR OF COMMERCE-MARKETING OPTION

SECOND CLASS HONORS (UPPER DIVISION) AT KISII UNIVERSITY.

* **2002-2007**: NATIONAL YOUTH SERVICE

DIPLOMA IN MARKETING (Kenya National Examination Council-KNEC).

Institute of Business Studies [NYS/IBS] Overall results: **Credit**

**Other Certificate courses done.**

* Salesmanship I & II
* Commerce I & II
* Principles of Accounts I
* Financial Accounting II
* Introduction to Law 1
* Commercial Law II
* Business Calculation I
* Computer Packages at N.Y.S Engineering Institute.
* Six months Paramilitary training at Gilgil College and five years at Turbo Field Unit and Nairobi Holding Unit (Ruaraka Headquarters).
* **1998-2001** St. Paul’s Amukura High School. Mean Grade: C plain
* **1990-1997** Amaase Primary School

# PROFESSIONAL BODY

Marketing Society of Kenya(MSK), Membership No. M1892/MSK

# PROFESSIONAL TRAINING COURSE

**2021- 2022:** Distinction in MSK Practitioners Diploma in Marketing, Admission No. MSK/PDM/06/21/S021

# OTHER TRAINING QUALIFICATIONS

Customer Service and Customer Relationship Management, and Strategic Plan Development Training.

# REFEREES.

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