

AJEY CHARLES MBONGE

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Location: Songwe-Tunduma, Tanzania

Professional Summary

Dynamic and results-driven Sales and Marketing professional with over 4 years of experience in driving business growth and establishing strong customer relationships. Expertise in developing and executing sales strategies, client acquisition, and brand visibility, with a proven track record of exceeding sales targets and driving market expansion. Known for excellent negotiation skills, commitment to meeting KPIs, and delivering high-quality customer service. Adept at working in fast-paced environments and consistently achieving business objectives.

Skills

- Sales Strategy Development
- Client Acquisition & Retention
- Branding & Market Positioning
- Lead Generation & Conversion
- Customer Care & Servicing
- Negotiation & Persuasion
- Point of Sale (PoS) Management
- Point of Activation (PoA) Development
- Market Research & Analysis
- CRM Tools (Salesforce, etc.)
- Team Collaboration & Cross-functional Coordination

Professional Experience

Sales and Marketing Representative

Jigambe Company Limited, Songwe-Tunduma

2022 – Present

- Developed and executed sales strategies, contributing to a 20% increase in annual revenue by targeting new markets and expanding the customer base.
- Achieved 90%+ of monthly KPIs, consistently exceeding sales goals and performance targets.
- Recruited more than 10 new contracts every month, significantly increasing the company's client base and market penetration. My negotiation skills played a crucial role in securing these contracts and establishing strong client relationships.
- Worked tirelessly on a daily basis to ensure the company's targets were met, driving consistent growth through commitment and a strong work ethic.
- Ensured clients' businesses thrived through effective branding and visibility, ensuring their products were positioned well in the market, which enhanced customer reach and engagement.
- Managed customer relationships, providing tailored solutions that improved customer retention by 15% and enhanced overall client satisfaction.
- Oversaw branding efforts, achieving 90%+ brand visibility within the market, reinforcing the company's presence and attracting a steady flow of potential clients.
- Handled customer care, addressing inquiries and resolving issues promptly, contributing to an increase in customer loyalty and a 20% reduction in complaints.
- Provided excellent servicing to existing clients, ensuring their needs were met and fostering long-term partnerships, leading to a 10% growth in repeat business.
- Conducted market research, identifying emerging trends and competitor strategies, which informed marketing campaigns and increased customer engagement.
- Led market growth efforts, contributing to a 5% year-over-year market growth, expanding the company's reach and brand recognition.
- Generated and qualified leads, managing the sales pipeline using CRM tools (e.g., Salesforce), resulting in a 10% improvement in lead conversion.

- Collaborated with cross-functional teams, aligning marketing campaigns with sales objectives, ensuring cohesive strategies and effective customer engagement.
 - Exceeded quarterly sales targets, consistently surpassing set goals and contributing to a 10% annual sales growth.
 - Coordinated and led promotional events and product demonstrations, increasing brand awareness and driving a 25% increase in customer inquiries.
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Retail Sales Supervisor

Yas Tanzania Public Limited Company (PLC), Songwe West

2022 – Present

- Sold company products, including phones, routers, and SIM cards, achieving sales targets and significantly contributing to revenue growth.
 - Created and serviced Point of Sale (PoS) systems for clients, ensuring smooth transactions and customer satisfaction.
 - Developed and managed Point of Activation (PoA) systems, ensuring accurate and effective servicing for client needs.
 - Executed branding efforts to ensure that clients' businesses received maximum visibility, improving their market presence.
 - Sold more than 10,000 SIM cards monthly, consistently exceeding sales targets and contributing to the company's growth in the competitive retail market.
 - Sold 2 routers per month, achieving consistent sales of key products through strategic marketing and customer engagement.
 - Created and serviced 10 new PoA and PoS each month, demonstrating a strong ability to build and maintain relationships with clients.
 - Ensured effective branding for all client products, helping them boost visibility and drive sales, resulting in increased business growth for clients.
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Education

Bachelor of Science in Biology

The University of Dodoma, Dodoma, Tanzania

2018 – 2021

- Completed coursework in various biology subjects, including Genetics, Ecology, Microbiology, and Environmental Science.
- Gained a strong foundation in scientific research, data analysis, and laboratory techniques.

High School Education

Meta High School, Mbeya, Tanzania

2016 – 2018

- Studied Chemistry, Biology, and Geography as major subjects.
- Developed strong analytical skills and a deep understanding of scientific principles and geographical concepts.

Secondary Education

Kiluvya Secondary School, Dar es Salaam, Tanzania

2012 – 2015

- Focused on core subjects and built a foundation for future academic success in sciences.

Primary Education

Upendo Primary School, Dar es Salaam, Tanzania

2005 – 2011

- Completed primary education, laying the foundation for further academic achievements.
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Languages

- English – Fluent
- Swahili – Native