

**KAROLY BERNARD MBENA**  
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### **Career Goals:**

To leverage my expertise in Public Relations, Sales, Marketing, Business Development, and Bid Management to contribute effectively to the growth and success of an organization, while continuously developing my skills through practical workplace experience. I aim to apply my communication abilities and strategic insight to build strong relationships with clients and stakeholders, drive sales performance, and support the organization's goals with full commitment and professionalism.

### **Career Summary**

A highly motivated and results-driven professional with over 10 years of experience in Sales, Marketing, Business Development, Public Relations, Communications, and Bid Management across telecom, non-profit, and digital marketing sectors. Skilled in tender writing, proposal development, client engagement, and sales operations, with a strong record of success in both public and private sectors. Known for excellent communication, leadership, and problem-solving abilities, with a hands-on approach to teamwork, planning, and execution in fast-paced environments.

### **Work Experience**

#### **1. Sales Officer & Bid Manager at WiA Company Ltd (Dar es Salaam) from July 2023**

- Managing the full tender lifecycle including preparation, writing, and submission of responses to RFPs, RFQs, EOIs, and pre-qualifications for government, private sector, NGOs, SMEs, and financial institutions.
- Coordinating cross-functional teams to gather technical, financial, and legal documentation for comprehensive and competitive bid submissions.
- Maintaining a strong success record in bid management by ensuring strict compliance with tender requirements and timely submissions.
- Conducting detailed research to identify potential opportunities, customer needs, and market trends to inform both bidding strategy and sales approach.
- Prospecting and generating quality leads through cold calling, networking, referrals, and strategic outreach campaigns.
- Actively engaging with potential clients to understand their requirements and present customized internet service solutions aligned with their needs.
- Developing and delivering persuasive presentations and proposals to showcase WiA's value proposition.
- Leading end-to-end contract management, including drafting, negotiating, reviewing, and monitoring agreements with clients and service partners to ensure compliance and risk mitigation.
- Managing contract renewals, amendments, and performance tracking to support strong customer relationships and recurring revenue.
- Building and maintaining a healthy sales pipeline, managing the full sales cycle from prospecting to deal closure.
- Collaborating closely with internal departments—marketing, technical, and operations—to ensure high levels of customer satisfaction and service delivery.
- Keeping abreast of industry developments, emerging technologies, and competitor offerings to enhance solution positioning and sales effectiveness.
- Meeting sales targets, contributing to the overall growth and strategic success of WiA Company Ltd.

## **2. Business Development, Sales, Marketing & Public Relations Roles - HALOTEL (2015–2023)**

### **i. Business Staff for HALOTEL (Kilombero district) from October 2016 to July 2023**

- Successfully revitalized dormant sales activities in Kilombero District through strategic field-based direct marketing efforts, resulting in the expansion of my sales territory from one district to three, and eventually four districts.
- Consistently exceeded key performance indicators (KPIs) in sales revenue (vouchers and handsets) and customer activations, earning recognition as Best Employee for four consecutive years: 2016, 2017, 2018, and 2019.

### **ii. Showroom Manager (Public Relations & Marketing) for HALOTEL (Morogoro showroom) from February 2016 to September 2016**

- Supervised showroom staff by scheduling shifts, particularly optimizing weekend coverage, and evaluating individual performance against assigned sales targets.
- Oversaw showroom inventory management, including product accounting and internal distribution among staff.
- Served as a key liaison between customers and the company, handling public relations matters such as complaints, product issues, and warranty claims to ensure customer satisfaction.
- Designed and produced printed promotional materials to advertise showroom offers and featured products.

### **iii. Corporate Staff (B2B) for HALOTEL from December 2015 to January 2016**

- Conducted corporate sales of mobile packages and broadband services to enterprises, successfully securing broadband (FTTB) connections for four companies and Closed User Group (CUG) mobile packages for two companies within a two-month tenure.

### **iv. Area Sales Staff (Business Development) for HALOTEL from July 2015 to November 2015**

- Led the launch of all sales and marketing activities in Kilombero District during the rollout of the Halotel network on October 15, 2015, driving local market penetration and brand visibility.
- Recruited, trained, and managed a diverse channel network, including team leaders, freelancers, mobile money agents, and mini-shop operators, to drive SIM card activations. This initiative contributed to the company's national leadership in activations.
- Oversaw the management of the company's brand presence by installing signboards across the district and ensuring product placement (handsets) in phone shops, alongside service offerings such as customer care and corporate solutions.
- Conducted in-depth market research and segmentation to identify target audiences and developed tailored marketing strategies, positioning Halotel competitively in the market ahead of its network launch.

### **3. Communications Manager (HOPE Foundation) from January 2015 to present**

- Worked intermittently as a communications Manager for a non-profit organization based in Morogoro Municipality, focused on empowering underserved communities, particularly children and individuals with physical disabilities. Responsible for managing both internal and external communications, as well as fostering strong donor relations.
- Managed the foundation's social media platforms, including Facebook, Instagram, Twitter, and YouTube, to enhance visibility and engage with supporters and the broader community.

### **4. Part-time Online Marketing officer at Uluguru Tours from October 2014 to May 2015.**

- Managed the company's social media platforms, posting updates and relevant information to keep potential customers informed and engaged. Additionally, handled customer bookings, ensuring they were assigned to the appropriate tour guides for a seamless experience.

### **Educational Qualification**

- Bachelor of Arts in Public Relations and Marketing, St. Augustine University of Tanzania, 2014. (4.0 GPA)
- ACSE, Morogoro Secondary school, 2011. (Division II)
- CSE, Sumaye Secondary school, 2008. (Division III)
- Primary School Education, Mchikichini primary school, 2004. (Grade A)

### **Professional Workshop/Training & Development**

- Customer Service (March 2024 - iSON experiences) - certificate
- Customer Relationship Management (2024 - HP Foundation) - certificate
- Presenting Data (2024 - HP Foundation) - certificate
- Strategic Planning (2024 - HP Foundation) - certificate
- The Art of Sales: Fundamentals of Selling (2024 - HP Foundation) - certificate
- Unique Value Proposition (2024 - HP Foundation) - certificate
- Social Media Marketing (2024 - HP Foundation) - certificate
- Managing Risks (2023 - Diasterready.org) - certificate

### **Awards & Recognitions**

- Excellent employee Business Department (2016 - HALOTEL)
- Excellent employee Business Department (2017 - HALOTEL)
- Excellent branch employee Performance of 3<sup>rd</sup> year Anniversary (2018 - HALOTEL)
- Excellent employee Business Department (2019 - HALOTEL)

### **Skills and Abilities**

- Technical Proficiency: Strong computer literacy including MS Word, Excel, Access, PowerPoint, internet applications, Windows OS, and basic software installation.
- Sales & Marketing Expertise: Proven success in telecom sales and marketing, with deep knowledge of market penetration strategies, product promotion, and customer engagement.
- Bid & Proposal Management: Extensive experience in tender writing, bid coordination, and proposal development with a strong track record of winning bids across government, private sector, NGOs, and SMEs.
- Communication & Public Relations: Excellent verbal and written communication skills; experienced in managing both internal and external communications, donor relations, and customer relations.
- Research & Analytical Skills: Strong abilities in market research, competitor analysis, and developing data-driven strategies for business development and outreach.

- Organizational & Project Management: Skilled in planning, coordinating, and executing projects, events, and marketing campaigns with a focus on efficiency and impact.
- Leadership & Interpersonal Skills: Self-motivated and confident team leader with patience, endurance, and a collaborative spirit; capable of managing diverse teams and maintaining high morale.
- Entrepreneurial Mindset: Demonstrates initiative, innovation, and the ability to identify and capitalize on new business opportunities.

## Interests

- Passionate about sports, particularly football and boxing.
- Enjoy listening to and playing music as a form of relaxation and creative expression.
- Enthusiastic traveller with a love for exploring new places, cultures, and ideas.
- Keen researcher, always eager to discover and develop new interests through exploration and continuous learning.
- Avid reader of books, novels, magazines, and poetry.

## References

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## Declaration

I hereby declare that the information provided above is true and correct to the best of my knowledge and belief.

**Full Name:** Karoly Mbena

**Signature:** 

**Date:** 11th April 2025.