



SEBLON PETER KAYUGA

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Seblon (P) Kayuga Seblon Kayuga

OBJECTIVE

To work in an environment which encourages me to succeed and grow professionally where I can utilize my skills and knowledge appropriately.

PERSONAL DETAILS

- Nationality : Tanzanian
- Gender : Male
- Place of Birth : Sikonge - Tabora
- Current Place : Kimara - Dar Es Salaam
- NIDA : 19981026331130000128

EXPERIENCE

January
2024 -
JANUARY
2025

- **TUTOR & COMMUNICATION OFFICER**
ST. JOSEPH'S COLLEGE - SINGIDA CAMPUS
Worked as a Marketing officer, who responsible to Design Marketing strategies and Plans, Preparing Routes for making Sales activities, Preparing of Branding materials for Marketing (Posters, Flyers, and Banners), Preparing Designs Tools for Social Media Uses. Also worked as a Tutor (Teacher) for Certificates and Diploma Level Students. Taught Marketing Subjects, Project Planning Entrepreneurship, Demography and Development Studies. **Reference: Mr. Thobias Nyambaza - +255745141015**

October
2022 -
December
2023

- **PUBLIC RELATIONS AND MARKETING OFFICER**
BROTHERHOOD SURVEY SERVICES COMPANY LIMITED - Shinyanga
Worked as a Public Relations and Marketing Officer, who responsible to make the company generate income through selling of it's products, to prepare Marketing Strategies, marketing plan and to build mutual relationships with Clients also Am working as a Social Media Manager whereby Contributed 60% as Customer Engagement, to post 60+ Posters in Company's Social Media Page, Contributed 70% to generate new Followers, Graphics Design, I Success to design 2 Roll-Up Banners, 60+ Posters, Contributed 50% to use Online Marketing to brand the Company. Succeed to prepare 2 Annually Meeting for Discussing Company Success and Failure. Succeed to establish BULK SMS system (B2C) for Notify Customers their debt. **Reference: Mr. Charles Joseph - +255677000023**

January
2022 -
September
2022

- **GRAPHICS DESIGN AND PROJECT MANAGER**
NYOTA YA JAMII (NYOYAJA) - NGO's
Worked as a Graphic design, Project Writer, worked to prepare projects proposal, to prepare marketing plan, also to build relationships with special needs groups. Success to Write 5 Project proposal for fundraising. Succeed to Design 30+ Posters for posting in Social media, 10 ID for workers. Succeed to learn Email Marketing.

August
2021 -

- **SALES & MARKETING OFFICER**
LETSHEGO FAIDIKA COMPANY LIMITED - Mwanza

December 2021	Worked as sales and marketing officer. Also working as Graphic designer for both printing materials and Online Materials. Apart of that was preparing Daily, weekly and Monthly Report, Conducting Follow-up calls and searching new customer. Succeed to grow knowledge in Making Direct Sales, Persuasion and Prepare Customers Base information.
January 2021 - March 2022	<ul style="list-style-type: none"> • Local Chapter Vice President Outgoing Volunteer (LCVP-OGV) - Academic Experience AIESEC IN SAUT - Mwanza Elected to be Exchange Manager who responsible for creating awareness and education to Youth especially University Students about the advantage of Global exchange, advantage of Conducting academic projects outside Tanzania and how they are going to benefit. Succeed to generate knowledge on Establishing International relations with different LC, I succeed 100% to know properly how to use Online tool like Google Meeting, Zoom Meeting to conduct Online Meetings. Succeed in 100% how to prepare PPT for Presentations. I succeed in how to find partnership with other companies. Reference: Mr. Lankton Kamihanda - 0769970301
July 2021 - July 2022	<ul style="list-style-type: none"> • Media and Outreach Department - Academic Experience SAUT STUDENTS PUBLIC RELATIONS ASSOCIATION (SSPRA) - SAUT Mwanza Elected to work in Saut Students of Public Relations Association in Media and outreach department, and mainly responsibilities was to prepare publication both for events and online postings. I Succeed to Design 5 Roll-Up banners, 5 Stand Up Banners, 50+ Posters and Flyers.

EDUCATION

2019 - 2022	<ul style="list-style-type: none"> • Bachelor Degree of Public Relations and Marketing Saint Augustine University of Tanzania - Main Campus Mwanza
2017 - 2019	<ul style="list-style-type: none"> • Advanced Certificate of Secondary School (ACSS) Jitegemee Secondary School - Dar Es Salaam

SKILLS

Graphics Design <div>100%</div>	Website Design & Management <div>100%</div>
Computer <div>100%</div>	Speaking and Communion <div>100%</div>
Relationship Skills <div>100%</div>	Social Media Management <div>100%</div>
Persuasion and Advertising <div>100%</div>	Digital Marketing <div>100%</div>

PROJECTS

- **SGR VIEW PROJECT - 2022 to 2023**
This Project developed by SEBLON PETER KAYUGA as a Public Relations and Marketing officer at Real Estate Company - Brotherhood Survey Services Company Limited. This project was the project of Plots Selling in Mwalugoye - Shinyanga Region. The Project achieved in 100% because more than 200+ Plots were sold in term of Cash and Installments. **Reference: Charles Joseph - 0677000023**
- **BLUE AND PINK SAFE RIBBON PROJECT - 2022 - 2023**
This Project Launched by SAUT Gender Club (Mwanza) under Supervision of Madam. Cezalia Buyanza, for the purpose of giving Education to Society about Gender Equality. Also, this Project archived to reach 900+ both students and Non students. This project implemented in duration of one Year (2022). The Project was archived in 80% Because we succeeded to reach more than 900 audiences. **Reference: Madam Cezalia Buyanza - +255763930289**
- **I'M DETERMINED, I'M AT SCHOOL PROJECT - 2022 - 2023**
This Project Launched by SAUT Gender Club (Mwanza) Tanzania. This project was supervised by Madam Cezalia Buyanza, for the purpose of giving education of self control

and awareness to students from Primary Level to University Level on how to control their own to reach the targeted goals. This project archived to reaches 500+ audiences. **Reference: Cezalia Buyanza - 0763930289**

PUBLICATIONS

- **The Influence of Marketing Strategies Towards Organizations Growth.**
This is academic research paper conducted in Mwanza Region at MWATEX INDUSTRY by SEBLON PETER KAYUGA at Saint Augustine University of Tanzania (SAUT) - Mwanza 2022. Supervisor: Mr. Shukuru Paulo - 0754260845

LANGUAGES

- English - Fluent

REFERENCE

- **Thobias John Nyambaza - ST. JOSEPH'S COLLEGE - SINGIDA CAMPUS**
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0745141015
- **Dr. Albert Tibaijuka - St. Augustine University of Tanzania - Main Campus Mwanza**
Head of Public Relations and Advertising Department
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- **Mr. Mayila Seme - Ministry of Community Development, Gender and Special Groups.**
Transport Officer (TO)
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