MARKETING AND ENTREPRENEURSHIP SPECIALIST

**CURRICULUM VITAE(CV)** PHILIMON LAMECK MEDUTIEKI,   
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**01.PERSONAL PROFILE AND OBJECTIVE.**

A highly motivated and results-oriented Field Sales and Marketing Officer with more than six months of experience currently working Sokowatch Company Limited. Proven ability to drive sales growth, expand market reach, and build strong relationships with clients. Possesses strong communication, interpersonal, and analytical skills, with a demonstrated ability to adapt and thrive in fast-paced environments. Dedicated to exceeding targets and delivering exceptional results.

**02.EDUCATION BACKGROUND**  
Bachelor of Arts Marketing and Entrepreneurship.  
MOSHI CO-OPERATIVE UNIVERSITY MOSHI, TANZANIA.

November,2020 – July,2023   
**2.1 Relevant Coursework**:   
 I. Strategic marketing planning   
 Market Research and Analysis II.

III. Marketing Communication   
IV. Product Development and Innovation   
V. Entrepreneurship and Innovation   
VI. Customer relationship

VII. Pricing

**2.2. Skills**:   
- Proficient in market research and analysis techniques - Excellent communication and interpersonal skills - Ability to develop and implement marketing plans - Experience with project management and teamwork

03.**EXPERIENCE**:   
**Field Sales Representative.**

**WASOKO COMPANY LTD.**

**July,2024 Up to Present**   
I. Communicating with Customers to understand their needs, provide product information, and address any concerns   
II. Making regular visits to customers to maintain relationships, update them on new products or services, and gather feedback.

III. Settling Customer Inquiries, Address and resolve any issues or complaints customers may have promptly and effectively.

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IV. Assisting Customers in Making Their Order ,Help customers place orders, ensuring they choose the right products to meet their needs. Follow-Up, Ensure orders are processed correctly and follow up to confirm delivery and satisfaction.

V. Retaining Existing Customers, Maintain high levels of customer satisfaction through excellent service and consistent follow-ups.

VI. Acquiring New Customers and Returning Previous Customers, Identify and reach out to potential new customers through various channels and also contact previous customers to rekindle relationships and encourage them to return.

VII. Building Good Relationships with Customers, Build trust and establish rapport through regular, meaningful interactions and by providing value. And also offering personalized service tailored to each customer’s unique needs and preferences.

**Sales and Marketing Field Study.**

**BONITE BOTTLERS LTD, Arusha, Tanzania**   
**April, 2022 – June,2022**   
 I. Assisted in market research projects to identify target demographics and consumer trends II. Supported the development and execution of social media marketing campaigns III. Contributed to the creation of marketing materials such as brochures and presentations IV. Collaborated with cross-functional teams to achieve marketing objectives

**04. VOLUNTEER EXPERIENCE**   
Marketing Officer   
BIG L RESTAURANT, Arusha, Tanzania   
April,2023 – May,2023   
 I. Attracted and maintained customers through improvement of implicit materials.

II. Designed marketing materials such as flyers and posters to increase awareness and participation

**05. SPECIAL SKILLS**   
 I. Leadership   
 II. Communication   
 III. Time Management   
 IV. Negotiations

V. Flexibility   
VI. Quick learner and adaptive person

**06. REFERENCES**

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