

CURRICULUM VITAE

1. PERSONAL INFORMATION

Name: Mbuso Juma Kihara
Address; P.O .Box 8641, Dar es Salaam
Mobile; +255 620275688
E-mail; mbusok10@gmail.com
Birth date: 24/07/1998
Marital status: Single
Nationality; Tanzanian
Religion; Muslim

2. EDUCATION BACKGROUND

- **2021–2024** Bachelor of Marketing and Public Relation at Tanzania Institute of Accountancy.
- **2019-2021** Diploma of Marketing Management at College of Business Education.
- **2018-2019** Technical Certificate of Marketing Management at College of Business Education.
- **2012–2015** Ordinary Secondary Education at Morogoro Secondary School, Morogoro.
- **2005–2011** Primary Education at Misufini Primary School, Morogoro.

3. PROFESSIONAL EXPERIENCE November

2022 -Present

|Seikoshita Company LTD | Dar Es Salaam

Sales officer

- Customer Engagement Greet and engage with potential customers to understand their needs, preferences, and budget, provide detailed information on available vehicles.
- Sales process Management assist customer through the entire sales process, from initial inquiry to final purchase.
- Relationship building , build and maintain strong relationships with customer to ensure a positive buying experience and encourage repeat business.
- Reporting and feedback , maintain accurate record of sales activities customer interaction and follow-up in CRM system
- Electronics advertisement. Managed multi channel marketing campaigns, including digital platforms email, social media(Facebook, Instagram).

July 2020- December 2020

National Social Security Fund/Morogoro(FIELD)

Registration office

- Registering new national social security fund members.

- Arrange various forms into the files and correcting that file to be stored to the record
- Correcting file from the record and to supplying that files to the various department.

4. PROJECT AND RESEARCH

Project Title: CONSUMER BUYING BEHAVIOR : AND THE OBJECTIVE OF THE RESEARCH WAS ON HOW ECONOMIC AND QUALITY OF THE PRODUCT INFLUENCE CONSUMER PURCHASING DECISION.

5. OTHER QUALIFICATION

- **Computer Skills:** Competent in Microsoft office applications
- **Language:** Fluent in written and spoken English and Swahili

REFEREES

Hassan Sarai Salim | Relation Manager
Vodacom Tanzania
Phone: +255 754710060
E-mail: hassansalimsarai@gmail.com

Neema Thomas Fumbuka | Sales Officer
Zanzibar Insurance Corporation
Phone: +255 757255952
Email: freemathomas@yahoo.com

Edgar Faustine Chagoha | Field inspector
Ace global
Phone: +255 655012838
Email: edgarchagoha97@gmail.com

I, Mbuso Juma Kihara, declare that the information provided above is true and accurate to my best knowledge.

Signature

Date: 23rd September 2024

TANZANIA INSTITUTE OF ACCOUNTANCY



NATIONAL TECHNICAL AWARDS (NTA)

This is to certify that

Mbuso J Kihara

with registration No. MBY/BMPR-E/21/95249 has been awarded

Bachelor of Marketing and Public Relations

after having fulfilled all requirements for NTA Level 8 with

Upper Second

Issued this 1st day of November in the year 2024

Chairperson
Ministerial Advisory Board

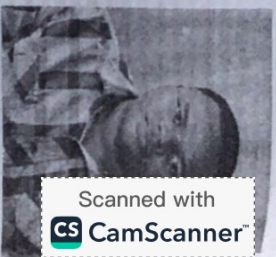


Chief Executive Officer

B24-0212



THE UNITED REPUBLIC OF TANZANIA
TANZANIA INSTITUTE OF ACCOUNTANCY
NATIONAL TECHNICAL AWARD
ACADEMIC TRANSCRIPT



This is to certify that MBUSO J KIHARA whose details are specified in the table below attained the grades against respective modules shown in the table for examination results

Award Holder MBUSO J KIHARA
Date of Birth 24TH JULY, 1998
Sex MALE
Registration Number MBY/BMPR-E/21/95249
Date of Entry 2021/2022
Programme/Course Followed BACHELOR OF MARKETING AND PUBLIC RELATIONS - EVENING (Accredited by the National Council for Technical Education)
NTA Level Award NATIONAL TECHNICAL AWARD LEVEL 8

Year 1: Semester I 2021/2022

CODE	MODULE NAME	GRADE	POINTS	SEM GPA
GSU07101	BUSINESS MATHEMATICS AND STATISTICS	B	3	3.4
GSU07103	DEVELOPMENT STUDIES	B+	4	
GSU07104	COMMUNICATION SKILLS AND REPORT WRITING	B	3	
MPU07102	PUBLIC RELATIONS WRITING	B	3	
MPU07104	MARKETING MANAGEMENT	B+	4	

Year 1: Semester II 2021/2022

CODE	MODULE NAME	GRADE	POINTS	SEM GPA
GSU07209	PRINCIPLES OF MANAGEMENT	B	3	3.3
MPU07203	CUSTOMER RELATIONSHIP MANAGEMENT	A	5	
MPU07204	BUSINESS AND MEDIA LAW	B+	4	
MPU07213	EVENTS AND CAMPAIGN MANAGEMENT	B	3	
MPU07214	CONSUMER BEHAVIOUR	C	2	

Year 2: Semester III 2022/2023

CODE	MODULE NAME	GRADE	POINTS	SEM GPA
GSU07302	ENTREPRENEURSHIP	A	5	3.5
MPU07301	STRATEGIC PUBLIC RELATIONS	B	3	
MPU07302	MARKETING RESEARCH	C	2	
MPU07304	MARKET DISTRIBUTION SYSTEMS	B+	4	
PLU07305	PROCUREMENT AND SUPPLIES TECHNIQUES	B+	4	

Year 2: Semester IV 2022/2023

CODE	MODULE NAME	GRADE	POINTS	SEM GPA
ACU07403	FINANCIAL ACCOUNTING	B+	4	3.4
GSU07406	BUSINESS CONSULTANCY	B+	4	
GSU07416	BUSINESS INFORMATION TECHNOLOGY	B+	4	
GSU07417	PRINCIPLES OF ECONOMICS	B	3	
MPU07402	BRAND MANAGEMENT	C	2	

Year 3: Semester V 2023/2024

CODE	MODULE NAME	GRADE	POINTS	SEM GPA
BAU08106	PROJECT MANAGEMENT	C	2	3.2
GSU08105	BUSINESS ETHICS & CORPORATE SOCIAL RESPONSIBILITY	B	3	
MPU08103	CORPORATE PUBLIC RELATIONS	B+	4	
MPU08104	STRATEGIC MARKETING	B+	4	
MPU08105	SERVICE MARKETING	B	3	

Year 3: Semester VI 2023/2024

CODE	MODULE NAME	GRADE	POINTS	SEM GPA
ACU08208	FINANCIAL MANAGEMENT	B	3	4.3
GSU08212	PROJECT PAPER	A	5	
MPU08205	SALES & RETAIL MANAGEMENT	B+	4	
MPU08207	CONTEMPORARY ISSUES IN MARKETING AND PUBLIC RELATIONS	A	5	
MPU08208	INTERNATIONAL MARKETING	A	5	
MPU08210	E-MARKETING AND E-PUBLIC RELATIONS	B+	4	

OVERALL G.P.A: 3.5

CLASS OF AWARD: UPPER SECOND

M. S. S. S.

Deputy Rector - Academic, Research and Consultancy

For CHIEF-EXECUTIVE OFFICER
TANZANIA INSTITUTE OF ACCOUNTANCY

17 October 2024

Date Issued



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COLLEGE OF BUSINESS EDUCATION

UNITED REPUBLIC OF TANZANIA
DAR ES SALAAM

(Incorporated by an Act of Parliament)

Basic Certificate in Marketing (BCMK)

This is to Certify

that

MBUSO J. KIHARA

has completed the One-Year Certificate Course of the College and has fulfilled the conditions required as to attendance and examination and is awarded for his/her performance Grade:

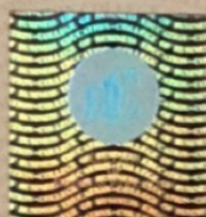
PASS

The Governing Body hereby grants this student a
Basic Certificate in Marketing

CHAIRMAN OF THE
GOVERNING BODY

RECTOR

on the 7th December, 2019



BCMK 0005666

Not valid without a hologram. This certificate uses special papers and ink. Hold to the light to verify the watermark.



COLLEGE OF BUSINESS EDUCATION

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Fax: +255-025 2500528
Email: dir.mbeya@cbe.ac.tz

P. O. BOX 3810
MBEYA
http://www.cbe.ac.tz



ACADEMIC TRANSCRIPT

AWARD HOLDER: MBUSO J KIHARA		SEX: M	REGNO.: 01.6547.01.04.2018
CITIZENSHIP: Tanzanian	ADDRESS: P.O.BOX 1174 MOROGORO		
BIRTH DATE: 07/23/1998	ADMITTED: 2018/2019	COMPLETED: August 2019	
CAMPUS: Mbeya		DEPARTMENT: Marketing	
NAME OF PROGRAMME: Basic Technician Certificate in Marketing Management			
AWARDS LEVEL: NTA LEVEL 4			

FIRST YEAR EXAMINATION RESULTS: SEMESTER I

Code	Module Name	Credits	Grade	Points	GPA
BAT04107	Essentials of Commerce	12	C	24	
MTT04101	Elementary Mathematics	9	B	27	
MKT04101	Elements of Marketing	12	C	24	
ITT04109	Fundamentals of Computer Application	9	B	27	
BAT04103	Introduction to Communication Skills	9	C	18	
	Sub-total	51		120	2.3

FIRST YEAR EXAMINATION RESULTS: SEMESTER II

Code	Module Name	Credits	Grade	Points	GPA
MKT04202	Basics of Salesmanship	14	B	42	
ACT04101	BookKeeping	12	B	36	
BAT04203	Fundamentals of Economics	10	C	20	
BAT04206	Basics of Legal System	10	C	20	
BAT04204	Basics of Entrepreneurship	11	A	44	
MKT04203	Basics of Customer Service and Relations	12	C	24	
	Sub-total	69		186	2.6

OVERALL G.P.A.: 2.5

CLASSIFICATION: Pass

06/10/2021

Date

Registrar

CERTIFIED AS A TRUE COPY OF THE ORIGINAL

//////////END OF TRANSCRIPT //////////



COLLEGE OF BUSINESS EDUCATION

UNITED REPUBLIC OF TANZANIA
DAR ES SALAAM

(Incorporated by an Act of Parliament)

Diploma in Marketing (DM)

This is to certify

that

MBUSO J KIHARA

has completed the Two - Years Diploma course of the College and has fulfilled the conditions required as to attendance and examination and is awarded for his/her performance Grade:

LOWER SECOND

The Governing Body hereby grants this student a
Diploma in Marketing

A handwritten signature in black ink, likely belonging to the Chairman of the Governing Body.

CHAIRMAN OF THE
GOVERNING BODY



on the 4th December, 2021



A handwritten signature in black ink, likely belonging to the Rector.

RECTOR

DM 0002111

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COLLEGE OF BUSINESS EDUCATION

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MBEYA
http://www.cbe.ac.tz



ACADEMIC TRANSCRIPT

AWARD HOLDER: MBUSO J KIBARA	SEX: M	REGNO: 02.0436.01.04.2019
CITIZENSHIP: Tanzanian	ADDRESS: P.O. BOX 1174 MOROGORO	
BIRTH DATE: 07/23/1998	ADMITTED: 2019/2020	COMPLETED: January 2021
CAMPUS: Mbeya	DEPARTMENT: Marketing	
NAME OF PROGRAMME: Diploma in Marketing		
AWARDS LEVEL: NTA LEVEL 5		

FIRST YEAR EXAMINATION RESULTS: SEMESTER I

Code	Module Name	Credits	Grade	Points	GPA
MKT05201	Principles of marketing	12	B	36	
MKT05205	Principles of Retail Marketing	12	B	36	
BAT05101	Office practice and Record Management	11	B	33	
BAT05103	Business Law	11	C	22	
MTT05101	Business Mathematics	9	C	18	
	Sub-total	55		145	2.6

FIRST YEAR EXAMINATION RESULTS: SEMESTER II

Code	Module Name	Credits	Grade	Points	GPA
BAT05203	Entrepreneurship and Small Business Management	11	B	33	
MKT05203	Introduction to Marketing Research	10	C	20	
BAT05202	Principles of Economics	11	C	22	
BAT05102	Communication Skills	8	C	16	
MKT05204	Principles of Customer Service and Relations	10	C	20	
ITT05109	Computer Application in Business	9	C	18	
MKT05211	Field Work	10	B	30	
	Sub-total	69		159	2.3

SECOND YEAR EXAMINATION RESULTS: SEMESTER I

Code	Module Name	Credits	Grade	Points	GPA
MKT06101	Marketing Management	12	A	60	
BAT06102	Entrepreneurship and Business Growth	12	B+	48	
MTT06101	Business Mathematics and Statistics	9	B+	36	
BAT06103	Business Communication	9	C	18	
BAT06104	Principles of Development Studies	9	B	27	
	Sub-total	51		189	3.3

SECOND YEAR EXAMINATION RESULTS: SEMESTER II

Code	Module Name	Credits	Grade	Points	GPA
MKT06203	Sales Management	12	A	60	
MKT06205	Brand Management	12	A	60	
ACT06202	Principles of Financial Management	9	C	18	
ITT06213	Information and Communication Technology	12	C	24	
MKT06204	Principles of Operations Management	12	C	24	
BAT06206	Office Management	12	C	24	
	Sub-total	69		210	3.0

The National Examinations Council of Tanzania



Certificate of Secondary Education

This is to certify that MBUSO J KIHARA

Index No. S0332-0291
sat for the Certificate of Secondary Education Examination

at MOROGORO SECONDARY SCHOOL in NOVEMBER 2015
and qualified for the award of

CERTIFICATE OF SECONDARY EDUCATION

in DIVISION FOUR
after attaining the following performance:-

Subject	Grade
CIVICS	D (PASS)
HISTORY	D (PASS)
GEOGRAPHY	F (FAIL)
KISWAHILI	C (PASS)
ENGLISH LANGUAGE	D (PASS)
BIOLOGY	F (FAIL)
BASIC MATHEMATICS	F (FAIL)
COMMERCE	F (FAIL)
BOOK-KEEPING	F (FAIL)

Chairperson

Executive Secretary

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