# MESHACK ANAEL SARAKIKYA

Morogoro, Tanzania  
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Mobile: 0747 259 906 / 0713 867 953

## PROFESSIONAL PROFILE

A highly motivated and results-driven Sales Specialist with extensive experience in sales, customer relationship management, and market analysis. Adept at developing and executing sales strategies to drive revenue growth, optimize distribution networks, and strengthen customer loyalty. Possesses strong analytical skills, excellent negotiation abilities, and a deep understanding of market dynamics. Committed to achieving targets and delivering business success.

## CORE COMPETENCIES

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| Sales and Marketing Strategies | Customer Relationship Management (CRM) |
| Business Development & Negotiation | Market Analysis & Competitive Intelligence |
| Data Analysis & Reporting | Product Visibility Enhancement |
| Networking & Client Engagement | Stock Monitoring & Forecasting |
| Strong Communication & Presentation Skills |  |
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## EDUCATION

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| Qualification | Institution | Grade | Duration |
| Bachelor of Business Administration | Mzumbe University | Upper Second Class | Oct 2020 – Nov 2023 |
| Advanced Level (Form Six) | Makumira Secondary School | Division II | Jun 2018 – Jul 2020 |
| Ordinary Level (Form Four) | Kisimiri Secondary School | Division III | Jan 2014 – Nov 2017 |

## PROFESSIONAL EXPERIENCE

### SUNDA INTERNATIONAL

Sales Specialist

January 2024 – Present

• Managing key distributors and wholesalers in the Dar es Salaam and Morogoro Regions.

• Driving sales for core product lines, including soaps, diapers, and sanitary pads.

• Conducting in-depth market analysis and competitor assessments to optimize sales strategies.

• Addressing customer concerns and implementing solutions to enhance satisfaction.

• Strengthening relationships with existing and new clients to improve retention and loyalty.

• Ensuring stock availability, forecasting demand, and streamlining inventory management.

• Preparing and presenting detailed daily and monthly sales performance reports to management.

### CRDB BANK PLC

Direct Sales Officer

July 2023 – December 2023

• Led customer acquisition efforts and developed client relationships.

• Delivered impactful product presentations to drive sales and enhance brand visibility.

• Assisted customers in account opening and SimBanking registration.

• Provided customer support and relationship management services.

• Consistently met and exceeded assigned sales targets.

### CRDB BANK PLC (Internship)

Direct Sales Officer (Intern)

October 2022 – March 2023

• Assisted in SimBanking registrations and enhanced customer awareness.

• Engaged with unregistered customers and facilitated service adoption.

• Compiled and submitted daily customer registration reports.

## REFERENCES

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Position | Company | Mobile |
| Dotto Mustapha | Sales Manager | Sunda International | 0713221134 |
| Abdallah Ramadhan | Regional Sales Manager | CRDB Bank PLC | 0784 567 890 |
| Monica Lekoringo | Sales Coordinator | CRDB Bank PLC | 0767702276 |

## PERSONAL DETAILS

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| Name | Meshack Anael Sarakikya |
| Gender | Male |
| Nationality | Tanzanian |
| Languages | English, Swahili |
| Marital Status | Married |