



Irene Fredrick Shuma

PERSONAL INFORMATION

- Date of Birth: 10/16/97
- Gender: Female
- Nationality: Tanzanian
- Marital Status: Single

EXPERIENCE

January 2025 - Current

Freelance Data Sales Specialist Yas Tanzania | Dar Es Salaam, Tanzania

- Promote and sell data packages to individual and business clients.
- Identify potential customers and establish relationships to drive sales.
- Educate customers on available data plans and recommend suitable packages.
- Meet sales targets and track customer engagements.

December 2021 - May 2024

General Manager The Empire Int Company | Mwanza, Tanzania

- Company Overview: healthy & beauty, barbershops and spas
- Managed customer relations and ensured positive experiences
- Hired and managed employees, fostering a collaborative work environment
- Worked closely with customers to determine marketing strategies
- Managed social media platforms (Instagram) and promoted services
- Ensured the company met its sales targets through strategic planning
- Developed skills in operations, marketing, and sales
- Handling complaints of the customers
- Healthy & beauty, barbershops and spas

November 2018 - July 2021

Volunteer SAUT Student Public Relations Association | Tanzania

- Networked with companies to organize seminars and training sessions
- Managed relationships with partners and sponsors
- Coordinated events to provide PR and marketing insights to association members

EDUCATION AND TRAINING

December 2021

Bachelor of Arts | Public Relations and Marketing
St. Augustine University of Tanzania

May 2018

Advanced Certificate | Secondary Education
Jamhuri Secondary School

October 2015

Certificate | Secondary Education
Jubilee Secondary School

VOLUNTEER EXPERIENCE

Volunteer, SAUT Student Public Relations Association, 11/01/18, 07/01/21, Networked with companies to organize seminars and training sessions., Managed relationships with partners and sponsors., Coordinated events to provide PR and marketing insights to association members.

ACCOMPLISHMENTS

- Improved company communication and customer service.
- Developed campaigns that increased customer engagement and satisfaction.
- Strengthened marketing strategies to boost sales and brand awareness.

REFERENCES

- Mathew D. Mwaipyana, Agency Bank Sale Officer, Exim Bank, Dar es Salaam, 0712350741
- Mary F. Shuma, Nurse, Benjamin Mkapa Hospital, Dodoma, 0623213388
- Ebby Shaban Abdallah, CNN Producer, Dar es Salaam, 0767613194

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SUMMARY

Hardworking employee with strong customer service, multitasking, and time management skills. Dedicated to delivering positive and memorable experiences for every customer. Experienced in managing staff, building customer relationships, and promoting business services.

SKILLS

- Excellent oral and written communication
- Interpersonal skills
- Time management and organizational skills
- Social media management
- Creativity and adaptability
- Customer relationship management
- Sales and Marketing skills
- Branding and advertising
- Crisis management
- Teamwork and collaboration
- Computer literacy

LANGUAGES

Swahili: First Language

English: B2
Upper Intermediate

HOBBIES

- Learning new things
- Music
- Cooking
- Adventure
- Swimming