

## GODFREY MADEMBWE



A capable and intelligence with a strong experience in Public Relations and Marketing, Sales Management, Corporate Communication Personnel, Media Relations and Campaigns , Event Planning, Project Coordinator and Writing for Public Relations.

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### PERSONAL PARTICULAR

**Name** : Godfrey Madembwe  
**Nationality** : Tanzanian  
**Date of birth** : 16-04-1997  
**Gender** : Male  
**Marital status** : Single

### EDUCATION BACKGROUND

Duration	Level of Education	Institution	Area of Specialization
2016 –2019	Bachelor Degree	St. Augustine University of Tanzania (SAUT)	Bachelor of Arts in Public Relations and Marketing
2014-2016	Advanced of Secondary Education Examination (ACSEE)	Mbalizi High School	History, Kiswahili And Language
2010-2013	Certificate of Secondary Education Examination(CSEE)	Sambu Secondary School	Business Combination
2003-2009	Primary School	Ukombozi Primary School	
2002	Kindergarten School	St. Emmanuel Academy School	

## **SKILLS AND COMPETENCE**

- Sales and Marketing
- Public and Media Relations
- Brand development skills
- Marketing and Advertising skills
- Product development
- Consumer behavior
- Time Management skills
- Marketing research skills
- Event planning skills
- Writing and speaking skills
- Good Presentation and Communication skills
- Campaign development skills
- Persuasive skills

## **WORKING HISTORY AND EXPERIENCE**

**2023 October- 2024 December**, I have been joining at **NATIONAL DEFENCE FORCE (JKT TANZANIA-OPERESHENI MIAKA 60 YA JKT KWA MKATABA WA KUJITOLEA)** as following duties experienced;

- Response in fulfilling duty in building the Nation and ensure security in Nation's boundaries.
- To build national Unity.
- To carry out economic activity.
- To equip Tanzania with the requisite knowledge, skills and culture values which will enable to contribute positively to the social-economic development as well as to the Defence and security of the Nation.
- To nurturing Tanzania youth to become responsible and patriotic citizens.
- To engage in productive and economic activities.
- As Tanzanian youth, I also constituted in a productive part of the society, which has a high sense of Confidence, Self-discipline, Patriotism, goodwill, Co-operation and Responsibility.

**Feb 2023 - May 2023** I have been joining at **TEVI MICROFINANCE LIMITED** as **LOAN OFFICER** with job descriptions as follow;

- Perform all company products sales to existing and potential customers to achieve the assigned targets.
- Process group client's loan applications who meet described requirements and qualifies.

- Conduct business, home visits and analyzing credit worthiness and ability to repay for approved loan application.
- Close monitoring client performance after disbursement including ensuring loan is paid on time according to loan contract.
- To make close follow up all delinquency clients and maintain high quality loan book within acceptable requirements.
- Perform all credit activities as described in company policy, process and procedures.
- Preparation all required daily/ weekly/monthly reports and submit to your immediate supervisor.
- Perform all duties to be assigned by the supervisor

**Sep 2022 - Jan 2023** I have been joining at **PLATINUM CREDIT LIMITED** as **SALES PERSONNEL** with job descriptions as follow;

- Ensure that there is growth in the number of active Sales Representative.
- Ensure continuous and thorough training of Sales Representatives through E-learning and working with the Training Manager, for them to master the product knowledge.
- Motivating, mentoring and ensuring high energy levels of the team members. Achieve Sales and recruitment targets.
- Timely submission of reports (Sales, Marketing and Training reports.
- People management regarding HR issues in the team via reports.
- Assessing Sales Representatives Presentations through either role-play or actual performance in the field.

**2020- 2022**, I have been working at **MAENDELEO BANK PLC** as Relationship Officer (Loan Officer) and Sales Executive Officer with job descriptions as follow;

**2020 Dec to 2022 Sept**, I have been promoted to become **RELATIONSHIP OFFICER (LOAN OFFICER)** deals with;

- Evaluating credit worthiness by processing loan applications and documentation within specified Limits.
- Client's visitation, formulations of small lending groups and manages those groups for loan applications.
- To access and evaluate client's credibility from his or her business performance.
- To manage and maintain Loan book portfolio with quality loans and maintains loans growth.
- To prepare loan application and maintain loan installments should be paid on time.
- Interviewing applicants to determine financial eligibility and feasibility of granting loans.
- Determining all applicable ratios and metrics and set up debt payment plans.
- Communicate with clients either to request or to provide information for any concerns.

- Justify decisions (approvals/rejections) and report on them.
- Complete loan contracts and counsel clients on policies and restrictions.
- Update job knowledge on types of loans and other financial services.
- Maintain and update account records.
- Assess customer needs, explore all options and introduce different types of loans.
- Develop referral network, suggest alternate channels and cross-sell products and services to accomplish quotas.
- Go the “extra mile” to build trust relationships, customer loyalty and satisfaction throughout the underwriting process.
- Operate in compliance with laws and regulations and adhere to lending compliance guidelines.

**2020 January to 2020 Dec**, I have been working at **MAENDELEO BANK PLC** as **SALES EXECUTIVE OFFICER** deals with;

- To open an account for new customers with full KYC as per Bank policy as to support customer bases growth.
- Deposit Mobilization.
- Solve customers' complain on time.
- Cross selling of Bank products to customers.
- Fulfill targets in both numbers and amount.
- Increase customer bases by doing sales at universities, colleges, businesses centers.
- To register customer through mobile Bank on usage of Mobile Bank services.
- Attending on preparations of Bank projects, campaigns, and special events as well as doing weekly church visitations and perform any duties assigned by Bank.

**2019**, August to December I have been working as volunteer at **DELIN TRADING Company Limited** at Mwanza as Marketing Manager in the Marketing Panel department, A Company deals with sale of building materials at wholesale and retail prices, I have dealt with;

- Drafting customer segmentation and adapting messaging framework for new product launches and Acting as local quarterback for go-to-market efforts
- Researching relevant market trends, opportunities and making recommendations for changes to product offer.
- Reviewing competitive offerings and make recommendations for competitive differentiation.
- Gathering qualitative and quantitative seller insights and funnel back to product marketing.
- Gathering and sharing product feedback from Communications, Sales, Acquisition, and abroad range of cross-functional teams.

- Sharing accountability for sales performance with central product marketing manager for each product.

**2018**, I have been working at **Tanzania Telecommunication Company Limited (TTCL)** at Dar Es Salaam during the internship field in the Marketing Panel, Product development department, and Customer care and services panel by doing;

- Developed creative sales tools, including presentations, trend reports, kitted assets, and product data sheets.
- Improved product-marketing objectives by constructing communication initiatives and branding strategies to increase client outreach.
- Worked closely with all product development departments to create and maintain marketing materials for sales presentations client meetings
- Developed company brand messaging, collateral materials, customer events, promotional strategies, and product commercialization.
- Cooperated with sales representatives during customer interactions, driving sales and partnership to increase revenue
- Advocated for client requirement and objectives to internal and external stakeholders
- Captured new customers by optimizing business strategies and launching products to diversify offerings.
- Monitored number of cases received and returned by employees on weekly, monthly and quarterly basis
- Consulted with internal and external clients via email and telephone correspondence to identify business needs and define technical requirements.
- Collaborated with sales team members to stay current on inventory levels, complete accurate orders and resolve item issue
- Designed and prepared technical reports, studies and related documentation
- Demonstrated knowledge of company's mission, purpose, goals and ability to help employees successfully achieve them.
- Provided supportive link between external customers and internal customers.

#### **HOBBIES AND PROFESSIONAL SUMMARY**

Ambitious and creative team builder well versed in preparing marketing and advertising strategies, plans and objectives. Passionate marketing manager with exceptional ability to work with teams to market and sell multiple products or service. Interfaced with advertising agencies, publishers, bloggers, and PR firms to fulfill editorial needs for press and media. Media and public relations specialist leveraging in-depth knowledge of market trends to execute high impact marketing campaigns.

## **REFEREES**

Prof. Albert Tibaijuka

Head of Department of Public Relations and Marketing at SAUT

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## **CERTIFICATION**

I, Godfrey Madembwe certify to the best of my knowledge and beliefs that these information correctly describes qualifications, experience and me.

A handwritten signature in black ink, appearing to read 'Godfrey Madembwe', with a stylized flourish at the end.

Godfrey Madembwe.