

Curriculum Vitae

Elizabeth Mbawala

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Professional Summary

A hardworking and dedicated Marketing and Public Relations graduate with experience in Graphics design, digital marketing, customer service, and brand promotion. Skilled in managing social media, engaging with customers, and conducting market research. Passionate about learning and working in a team to achieve business goals. Seeking an opportunity to apply my skills and grow professionally.

Education

Bachelor's Degree in Marketing and Public Relations

Tanzania Institute of Accountancy, Dar-es-Salaam, Tanzania (2021 - 2024)

Advanced Certificate of Secondary Education (ACSEE)

Mwakaleli High School, Mbeya, Tanzania (2019 - 2021)

Certificate of Secondary Education (CSEE)

Mbeya Secondary School, Mbeya, Tanzania (2015 - 2018)

Work Experience

Marketing Assistant

Ndambo Escort Company Limited | 7 Months

- Developed and executed marketing plans to attract more customers.
- Managed social media accounts by posting content and engaging with followers.
- Assisted customers with inquiries and provided excellent service.
- Conducted research to understand customer needs and improve marketing strategies.
- Maintained strong client relationships to enhance customer satisfaction.

Marketing Intern

Tanzania Ports Authority (Headquarters) | 9 Months

- Assisted in handling customer requests and phone inquiries.
- Conducted social media reviews and suggested improvements.
- Participated in meetings and proposed ideas for operational improvements
- Helped in organizing office communication and approval processes.

➤ **Key Skills**

- Graphics Design
 - Social Media Management
 - Customer Service
 - Content Creation
 - Microsoft Office (Word, Excel, PowerPoint)
 - Teamwork & Communication
 - Multitasking & Adaptability
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Achievements

- Increased social media engagement for Ndambo Escort Company Limited.
 - Improved customer service by introducing a structured response system.
 - Provided research insights that helped improve marketing at Tanzania Ports Authority.
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Languages

- Swahili – Fluent
 - English – Good
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Referees

Dr. Aniceth Kato Mpanju

Senior Lecturer & Head of Quality Assurance

Tanzania Institute of Accountancy

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Shadrack Gaitan Mwagile

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