

CURRICULUM VITAE

01: PERSONAL PARTICULARS

First name : Vanessa
Surname : Mmari
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Nationality: Tanzanian
Language: English and Swahili



02: EDUCATION BACKGROUND

YEAR	NAME OF INSTITUTION	AWARD
2010-2016	The Institute of social work Kijitonyama Dar es salaam	Bachelor Degree In Labour relations Diploma in labour relations Certificate in labour Relations
2004 -2006	Break through high school	Advance Certificate of Secondary School Education
2001-2004	Mlama Secondary School – Kibosho Umbwe Moshi Kilimanjaro	Certificate of secondary school education
1993-1999	Bunge Primary School –Dar es salaam-	Certificate of Primary Education

03: WORKING EXPERIENCE

- **Chemicotext at ubungo branch (Sales and marketing personnel)**
- Conducting research to understand customer needs, market trends, and competitor activities.
- Designing and executing marketing campaigns across various channels (e.g., digital, print, social media).
- Creating engaging content (e.g., website copy, social media posts, email newsletters).

- Maintaining and enhancing brand image and reputation.
 - Ensuring consistent messaging across all marketing materials.
 - Building and maintaining relationships with customers.
 - Responding to customer inquiries and feedback.
 - Preparing reports and presentations to communicate marketing performance.
 - Identifying and qualifying potential customers.
 - Generating leads through various channels (e.g., networking, advertising, content marketing).
 - Building and maintaining strong relationships with clients.
 - Presenting products or services to potential clients.
 - Negotiating deals and closing sales.
 - Developing sales forecasts and targets.
 - Ensuring customer satisfaction and loyalty. (**Customer Retention**)

• **HYGINE AND PEST MANAGEMENT 2020-2024 (Human Resource manager)**

- Anticipating future workforce needs, planning for talent acquisition, and developing strategies to ensure the organization has the right people in the right roles.
- Identifying, attracting, and hiring qualified candidates to fill open positions within the organization.
- Building and maintaining positive relationships between employers and employees, resolving conflicts, and fostering a positive work environment.
- Determining employee pay structures, benefits packages, and ensuring fair and competitive compensation.
- Setting goals, assessing employee performance, providing feedback, and developing strategies for improvement.
- Providing employees with the skills and knowledge they need to perform their jobs effectively and to advance their careers.
- Ensuring that the organization is in compliance with all applicable labor laws and regulations.
- Creating a work environment that motivates and engages employees, fostering a sense of belonging and purpose.
- Ensuring a safe and healthy work environment for all employees.
- Identifying, attracting, and hiring skilled individuals to fill specific job roles within an organization.
- Helping employees plan their career paths within the organization, providing opportunities for growth and development.

Front desk operations 2016-2020 (Anjarwalla and Khana Advocates)

- Manage the day-to-day operations of the front desk, including check-in, check-out, room assignments, and guest registration, ensuring efficient and personalized service for all guests.
- Coordinate guest services, including luggage assistance, transportation arrangements, and concierge services, to enhance the guest experience and exceed their expectations.

- Recruit, train, and supervise front office staff, including front desk agents, concierge, and bell staff, providing ongoing coaching and feedback to maintain high service standards.
- Oversee reservation procedures, including room allocations, rate management, and inventory control, to optimize occupancy and revenue and ensure accurate guest bookings.
- Monitor room rates, occupancy levels, and revenue performance, analyzing trends and implementing pricing strategies to maximize room revenue and profitability.
- Cultivate relationships with guests, anticipating their needs, addressing concerns, and proactively seeking opportunities to enhance their stay and exceed their expectations.
- Ensure compliance with hotel security and safety procedures, including guest identification, key control, and emergency response protocols, to maintain a safe and secure environment for guests and staff.

04: PROFESSIONALS SKILLS:

- customer care
- computer literate
- Managerial skills.
- Problem solving skills.
- Basic skills in Microsoft office packages-Microsoft word and Excel also Internet and email access skills - 2018

05: OTHER PERSONAL SKILLS

- I have ability to work under pressure and meet targets, Ability to work with team and independently, Strong professional person ability, good communication skills(verbal and written)and the ability to adopt changes according to the environment and make the work done.
- I hold interpersonal and personal Leadership qualities to build a team working environment and spirit aiming at delivering results, profitability in a safe and efficiency manner
- Ability to learn fast, self-motivated to work and grow in a startup and challenging context
- Strong communication skills[writing, reading, listening and speaking]

For further information and details about me please contact my referees below,

06: REFEREES

Dr. Babili Deodati

Lecturer

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07: DECLARATION

I, certify that to the best of my knowledge and belief, these data are collector describes me.

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Name: Tumaini Henry.

Date: 25th Jan 2023.