

CURRICULUM VITAE

PERSONAL DETAILS

Full name: MOHAMED HAJI MOHAMED
Date and Place of Birth: 07th March, 1997. Temeke, Dar es salaam
Nationality: Tanzanian
Marital status: Married
Languages: English and Swahili
Personal contacts Information: +255 683 828170/ +255 748 352351

EDUCATIONAL BACKGROUND

2017-2020 University of Dar es salaam (UDSM), Bachelor of Commerce in Marketing
2015-2017 Benjamin William Mkapa High School, ACSEE
2011-2014 Tandika Secondary School, CSEE

TRAINING AND WORKSHOP

Graduate Internship and Employability Program (GRIEP)

Participated in the Graduate Internship and Employability Program (GRIEP) offered by the Institute of Management and Entrepreneurship Development (IMED) aimed at building graduates with employability skills including presentation skills, writing skills as well as interview skills and how to develop awareness for the job market and its challenges.

Tanzania Hunter's Program (Nov-Dec 2020)

Participated the Tanzania Hunter's Program conducted by Hawaii Products Supplies Limited (HPSL) which entails and develop sales, marketing and business research skills within the FMCG industry.

Junior Achievement Program (Jan-June 2016)

Participated the Junior Achievement Program conducted and sponsored by Barclays Africa which entails and develop leadership, business management and entrepreneurial skills in 2016.

WORK EXPERIENCE

August 2024- January 2025

Worked as the Sales and Marketing Manager at AJ& Sons Enterprises selling and marketing vinut juices including basil seed drinks and cans as well as Lix detergents. Designing route plans and supervising the sales team for distribution of the products.

May 2023- July 2024

Worked as the Sales and Marketing Supervisor at Hawaii Products Supplies Limited (HPSL) conducting supervision to all sales in Dar es salaam, Mwanza as well as Mbeya and supervising

other upcountry sales for Onga, Cowbell and DOP. Conducted marketing research, designing route plans for sales team and preparing daily, weekly and monthly report for performance analysis while handling all customer queries ensuring they are processed and timely feedback is received.

December 2021- April 2023

Worked as a Sales and Marketing Officer at Hawaii Products Supplies Limited (HPSL) conducting market research, market intelligence activities and sales promotion as well as managing the digital footprint for cowbell Tanzania Facebook and Instagram pages.

Managed to conduct a school campaign for Cowbell 5g sachets distribution, managed to raise online visibility for cowbell brand and maintaining the sales target set of selling not less than one million (1,000,000/= Tshs) sales value per day.

Managed to sell 3,000 cartons of Drink O Pop in four consecutive months by managing the relationship with company's distributor in Mbeya region while opening the market for cowbell and onga brands in Mbeya at Ikuti market, Uyole and Mbalizi.

May- October 2021

Worked as a Business Development Officer at the Institute of Management and Entrepreneurship Development (IMED). Managed to coordinate the Graduate Internship and Employability Program (GRIEP) batch one and two where by a total of 780 graduates' application were received and 26 were trained and attached to various internship positions in different organization.

November- December 2020

Worked as a Marketing Officer and a Sales Research Assistant at Hawaii Products Limited (HPSL) during Hunter Program selling HPSL's products specifically Cowbell and Onga Mchuzi Mix. Managed to sell HPSL's brands such as Cowbell and Onga Mchuzi Mix to various customers in wholesale and retail outlets and collecting all necessary information for marketing activities from the potential and actual customers.

July-September 2019

Worked as a Marketing Officer at ALAF Limited during Field Practical Training. Managed to conduct marketing intelligence activities for the company as well as assisting in managing the social media pages for the organization. Also managed to conduct weekly market visits to distributors in Dar es salaam and proper handling of customer's orders and inquiries.

OTHER SKILLS AND COMPETENCIES

Literate in using Computer especially MS Word, MS Excel, Powerpoint and SPSS as well as Commcare Application.

HOBBIES AND INTEREST

Reading books and watching movies and documentaries, interested in learning new trends in the market especially Digital marketing trends.

REFEREES

Dr. Donath Olomi
Chief Executive Officer
The Institute of Management and Entrepreneurship Development (IMED)
+255 755 296660 (olomi@imedtz.org), Dar es salam.
Mr. Khalid Hamad,
Brand Manager
Hawaii Products Supplies Limited (HPSL)
+255 677 007773 (khalid@hawaii.co.tz) , Dar es salaam.

DECLARATION

I Mohamed Haji Mohamed declare that all the information presented in this resume is true and represent my real profile.

Signature: