

BERNADINA THOMAS MAYOMBYA

Dar es salaam Tanzania

+255 676 152 118

bmayombya@gmail.com

PROFESSIONAL SUMMARY

Results-driven Marketing Manager with 3 years of experience in business development, digital and traditional marketing, and brand management. Proven expertise in market research, customer engagement, sales strategy, and revenue growth. Strong leadership and analytical skills, with a track record of successfully developing and implementing marketing campaigns that drive business expansion and profitability.

PROFESSIONAL SKILLS

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| <ul style="list-style-type: none">Strategic Marketing & Business DevelopmentSales Growth & Revenue OptimizationCustomer Relationship Management (CRM)Team Leadership & Cross-Functional Collaboration | <ul style="list-style-type: none">Market Research & Competitive AnalysisBudgeting & ROI AnalysisBrand Management & Positioning |
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WORK HISTORY

Business Development Manager January 2024– January 2025

LITEMORE LIMITED COMPANY

- Developed and implemented strategic plans for business growth, resulting in increased market share and profitability
- Increased client base by identifying new business opportunities and cultivating strong relationships with key decisionmakers.
- Conducted comprehensive market research and analysis to identify emerging trends and potential areas.

Marketing Manager June 2022 – December 2023

GO2EXPERTS

- Developed and executed comprehensive marketing strategic that increase brand visibility and customer engagement, leading to a 25% increase in sales.
- Spearheaded business development initiatives, identifying new market opportunities and partnerships, resulting in 10% revenue growth
- Organized networking events for industry professionals, creating valuable connections for potential partnerships or collaborations.
- Implemented digital marketing strategies, including SEO, PPC, Email marketing and social media advertising, increasing online traffic by 10%.

Marketing Executive Feb 2022 – May 2022

BancABC

- Implemented innovative marketing campaigns that effectively communicated value propositions to target audiences.
- Leveraged social media networks and digital platforms as part of a comprehensive marketing mix to maximize brand exposure and lead generation.
- Wrote and distributed media press releases to increase brand visibility.

Call Center Agent June 2022 - May 2023

NOFO BOOKS LIMITED

- Thorough understanding of the storybooks being sold, including their content, themes, and target audience.
- Clear and effective verbal communication to convey information about the storybooks
- Address Customer Inquiries and Concerns.

EDUCATION

University of Dar es Salaam

- ☐ Period 2022 – 2024
- ☐ Masters in Business Administration (MBA)

College Of African Wildlife Management, Mweka

- ☐ Period 2016 – 2019
- ☐ Bachelor degree in wildlife tourism

Baobab Girls Secondary School

- ☐ Period 2014– 2016
- ☐ Advanced Certificate of Secondary Education

Visitation Girls Secondary School

- ☐ Period 2009 – 2012
- ☐ Ordinary Certificate of Secondary Education

TRAININGS

Participated in the ILO and EduGuide Self-awareness and Entrepreneurship Sensitization Training

- Period December 2019

Professional potential course organized by TASE.

- Period May 2015

TECHNICAL SKILLS

University of Dar es salaam Computing Centre

- Microsoft Office, MS Excel, MS Word and Microsoft PowerPoint
- CRM Software
- Marketing Automation Tools
- Google Ads & Analytics
- Social Media Management (Meta Ads, LinkedIn, Twitter)

LANGUAGES

English: Fluent

Kiswahili: Fluent

French: Beginner

PERSONAL INFORMATION

Date of Birth: 28th Jan 1996

Gender: Female

Nationality: Tanzanian

Marital Status: Married

REFERENCES

- ☐ Prof.Omari Mbura, Senior Lecturer, University of Dares salaam
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- ☐ Judith Chidosa, Office Manager, +255 787 829 284,
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- ☐ Ronald Mbagwa, +255 755 230 301, rmbwaga@bancabc.com,
Team leader, BANC ABC

DECLARATION

I, the undersigned, certify to the best of my knowledge and belief, this CV correctly describes me, my qualifications and experiences.

BERNADINA THOMAS MAYOMBYA

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