



CONTACT ME

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EDUCATION

Mzumbe University
Bachelor of Business
Administration in Marketing
2020 - 2023

College of Business Education
Diploma in Marketing
2018 - 2020

Serengeti Secondary school
Advance Level
2016 - 2018

SKILLS

- Management Skills
- Digital Marketing
- Negotiation
- Critical thinking
- Communication skills
- Process flows

YENIEL BERIA

ABOUT ME

I am dedicated marketing professional with a Bachelor's degree in Business Administration from Mzumbe University, specializing in Marketing Management and best field research reporter in academic year 2022/23. With experience spanning I-Man Scents, Mpesa Service, DK Company, and Jtex Technology, i have developed expertise in marketing strategies, business development, and customer engagement. Passionate about innovation and strategic growth, I consistently seek opportunities to drive success in dynamic business environments.

WORK EXPERIENCE

JTEX TECHNOLOGY

2024 - current

Shop Manager & Customer service

- Working with the team and managing them.
- Managing inventory and work flow, content and digital marketing, developing marketing strategies.
- Customer Relationship Management (CRM).

DK COMPANY LIMITED

2022 - 2024

Marketing Officer - Part time

- Preparing business plans, proposals and company profile.
- Working with development team to make everything come to life and customer acquisition.

CASHEWNUT BOARD OF TANZANIA

2022-2023

Marketing Officer intern

- Data management such as bill of lading and financial reports.
- Secretarial services, duties Auction management.
- Customer relationship management and Event management.

I-MAN SCENTS AND MPESA

2020-2022

Sales & Marketing Officer

- Sales and promotion of boxed and refill perfumes.
- Managing mixing and assembling process, digital Marketing, Branding and Logo Design
- Inventory, auditing and money transaction services.

COCA-COLA KWANZA LIMITED

2018 - 2019

Sales and marketing Officer Volunteer

- Merchandising of products
- Sales and promotion
- Problem solving.

REFERENCES

Kennedy Sanga
Director
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