

HERRY NGEMERA

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PROFESSIONAL PROFILE

Dynamic and results-driven professional with proven expertise in sales, marketing, and business development. Recognized for consistently driving revenue growth, securing strategic partnerships, and excelling in client acquisition. Skilled in market analysis, CRM utilization, leadership, and execution of impactful marketing campaigns. Highly adaptable with strong communication skills and a record of exceeding performance targets.

CORE QUALIFICATIONS

- Strategic Sales & Business Development
- CRM & Data Analysis
- Branding & Marketing Campaigns
- Negotiation & Client Relations
- Leadership & Team Management
- B2B & B2C Sales

PROFESSIONAL EXPERIENCE

Business Development Manager | Truebits Tech Company | June 2025 – Present

- Conducted comprehensive market analysis to identify new opportunities.
- Developed and implemented strategic business development initiatives.
- Built partnerships with 15+ high-value clients.
- Increased revenue by 40% within the first year.

Sales & Marketing Manager | Aquantuo (International Logistics) | Jan 2024 – May 2025

- Designed and executed B2B & B2C sales strategies.
- Organized trade shows, boosting client acquisition by 25%.
- Secured contracts with 3 major logistics partners.

Sales & Marketing Executive | Bank of Africa BMCE Group, Tanzania | Jan 2023 – Dec 2023

- Managed complete sales cycle from prospecting to closing.
- Exceeded annual sales targets by 35%.
- Acquired 50+ new clients within 2 years.

Sales & Marketing Coordinator | The Beachcomber Hotel | Oct 2022 – Dec 2023

- Created and executed marketing campaigns.
- Increased hotel revenue by 25%.
- Boosted occupancy rates by 30%.

Sales & Marketing Consultant | SimbaNet Co. Ltd (Telecommunications) | Jan 2021 – Aug 2022

- Prospected and secured new clients.
- Executed complete sales cycle from negotiation to closure.
- Developed competitive pricing strategies and branding initiatives.

Direct Sales Coordinator | Banc ABC Tanzania | Jan 2018 – Dec 2020

- Conducted competitor market analysis.
- Trained and mentored new employees.
- Increased sales across multiple departments.

Customer Service Officer | Tanzania Postal Bank | May 2015 – Dec 2017

- Handled customer transactions and account management.
- Achieved 95% customer satisfaction rating.
- Introduced feedback system improving service quality by 20%.

EDUCATION

- Bachelor's in International Relations & Diplomacy, CFR, Dar es Salaam (2020, GPA 3.8)
- A-Level HGL – Lord Baden Powell High School (2012)
- O-Level Business – Andrew Father Memorial (2009)

LANGUAGES

- English (C2)
- Swahili (Native)
- Spanish (B1)

REFEREES

- Brenda– Marketing Lead, Truebits Tech | +255 688 228 124
- Catherine Innocent – Retention Manager, SimbaNet | +255 763 081 944
- Deborah Meshack – Customer Service Head, Bank of Africa | +255 745 066 096