

ALICE RICHARD MMARI

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Summary

I hold a Bachelor Degree in International Relations. My field of study has given me a great deal of in-depth knowledge, independent thinking, analysis, decision making, strong work ethics, negotiation skills, problem solving, and time management. I am passionate and goal driven oriented.

I am open to any good opportunity that comes, with the willingness to effectively contribute with my acquired knowledge and skills, to learn for growth and innovation purposes, and for career advancement. I am very good at working with people which makes me a great team player. I regard myself as a vocal speaker as I am a self-made and passionate about coming up with solutions to the unending socio-economic issues, youth development and education for the betterment of the society.

Skills

- | | |
|------------------------------|-----------------------|
| • MS Office | • Leadership |
| • Sales and Marketing | • Public speech |
| • Persuasion | • Event planning |
| • Good Communication | • Presentation skills |
| • Collaboration and teamwork | • Time management |
| • Problem-solving | • Detail oriented |
| • Research | • Strong work ethic |
| • Negotiation | |

Experience

- | | |
|---|----------------------|
| Public Relation Officer | Jun 2021 to Nov 2021 |
| Mtandao wa Vikundi vya Wakulima Tanzania (MVIWATA) - Morogoro, Tanzania | |
| <ul style="list-style-type: none">• Developing new marketing strategies.• Providing to customers with information concerning our company.• Creating contents for company social media platforms.• Handling publications concerning the company.• Making media presentations in radio and television.• Attending press conference concerning the company. | |

Sales and Marketing Representative

Jul 2023 to Nov 2023

Mtandao wa Vikundi vya Wakulima Tanzania (MVIWATA) - Morogoro, Tanzania

- Responding to customer needs.
- Providing information about our services.
- Conducting marketing campaigns.
- Monitoring and managing social medias.
- Communicating strategies that could help to improve our brand with the marketing team.
- Creating contents for the website.
- Conducting market research.

Public Relations and Marketing Officer

Apr 2023 to Jul 2023

Tanzania Port Authority (FIELD) (TPA)

- Engaging with customers and the public to create a good relationship.
- Organizing and creating public campaigns.
- Developing new strategies to increase awareness of the public.
- Creating new content for public relations campaigns for company digital platforms.

Public Relations Officer

May 2025 to date

Crisis Resolving Center

- Managing social media accounts of the organization so as to maintain relationships with media and journalists to promote centers work.
- Collaborate with stakeholders to strengthen relationships and secure support for the center's initiatives.
- Organize and coordinate press conferences, workshops and other events to engage the public media so as to bring better understanding of the center role in crisis resolution.
- Produce communication materials to keep the stakeholders informed about the center programs, achievements and events.

Sales Representative

June 2025 to July 2025

Tanzania Revenue Authority (TRA)

- Assisted TRA in public outreach and education on the use of the Hakiki Stempu mobile application, a tool used for verifying genuine tax stamps on products.
- Guided visitors at the TRA booth on how to download, install, and use the app to confirm authenticity of excise-stamped goods.
- Responded to customer inquiries regarding tax compliance, fake products, and the importance of buying goods with verified digital tax stamps.

- Recorded public feedback and reported app-related issues to TRA technical staff for review and improvement.
- Supported other booth activities, including distributing educational materials and promoting TRA digital services.
- Ensured orderly interaction with the public and upheld TRA's image as a professional and customer-friendly institution.

Education and Training

Ab Initio Cabin Crew Course - CCAB 224 Oct 2024 to Jan 2025
Air Tanzania Training Institute - Dar es Salaam

Bachelor Degree of International Relations Oct 2021 to Jul 2024
Dr. Salim Ahmed Salim Center for Foreign relations - Dar es Salaam

Advanced Certificate of Secondary Education Examination (ACSEE) Jul 2019 to May 2021
Scholastica High School (HGL) - Kilimanjaro

Certificate of Secondary Education Examination (CSEE) Jan 2015 to Dec 2018
Ailanga Lutheran Junior Seminary School - Arusha

Languages

- Swahili: Native proficiency.
- English: Professional working proficiency.
- Chinese: Limited working proficiency.

Referees

1. CPA Moses Phineas
Finance & Admin Manager
ECHO East Africa
P.O Box 15205 Arusha
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2. Stephen Antigon Ruvuga
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3. Clara Itael Kisombo
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