

CURRICULUM VITAE (CV).

PERMANENT ADDRESS

Paulin Eddy Sheggy
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CURRENT CONTACT ADDRESS

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1:0 PERSONAL PARTICULAR.

Surname: Sheggy
First names: Pauline Eddy
Date of Birth: 09th January 1990
Place of Birth: Kinondoni, Dar es Salaam
Nationality: Tanzanian
Marital Status: Single
Sex: Female
Current Residence: Dar es Salaam - Tanzania
Home Residence: Dar es Salaam – Tanzania
Language fluency: English and Swahili
Hobbies: Learning new things, Reading Newspapers, Football & Traveling
QUALIFICATIONS : PUBLIC RELATIONS AND MARKETING

2:0 ACADEMIC / PROFESSIONAL QUALIFICATIONS.

YEAR	SCHOOL / UNIVERSITY	AWARD	SPECIALIZATION
2011 - 2014	The Saint Augustine University of Tanzania, Mwanza	Bachelor of Public Relations and Marketing	Public Relations and Marketing
2009 - 2011	Loleza Girls High School, Mbeya	Advanced Certificate of Secondary Education (ACSE)	History, Geography & Language
2005 - 2008	St. Gaspare Berton Secondary School, Morogoro.	Certificate of Secondary Education Examination (CSEE)	Arts Subjects
1998 - 2004	Hananasif Primary School, Dar es Salaam	Certificate of Primary Education	_____

3:0 CAREER OBJECTIVES.

To maintain a positive reputation of the organization brand and maintain a strategic relationship with the public, prospective customers, partners, investors, employees and other stakeholders which leads to a positive image of the brand and makes it seem honest, successful, important, and relevant. Also, to promotes the transfer of goods and services from the organization and provider to the consumer or public.

4:0 JOB EXPERIENCE

Marketing Officer – VKP Investment, Dar es Salaam from December 2016 to December 2019.
Customer Retention officer-Currently working at Surveyed Plots Company Limited.

Key Roles

- Plan, prepare and manage the publication and distribution of publicity materials
- Devise marketing campaigns
- Organise a calendar of marketing events, such as dinners, promotions, exhibitions, product launches, workshops, open days or fundraising activities
- Represent the company at events
- Undertake market research and establish the best way to reach target groups
- Write, edit and proofread marketing material for use in different channels
- Oversee and update the social media

- Develop and communicate through the organisation's CRM (Customer Relationship Management) system
- Coordinate with outside agencies, for example designers, to produce marketing material such as stationery and web pages
- Line manage a marketing assistant or coordinator
- Analyze the impact of marketing campaigns and prepare measurement reports
- Write press releases and communicate with the media
- Develop and Implement comprehensive retention strategies to improve customer and client retention rates.
- Develop effective communication strategies to keep customers or clients informed and engaged.
- Collect feedback through Surveys, interviews and other channels to understand why churn occurs and identify areas for improvement.

Common Roles

- Works closely with the teams across the 4 outcomes areas to contribute to the foundation's commitment to build a culture of learning in participatory governance through implementation of a communication for development policy.
- Support colleagues in delivering the organization objectives, including assisting in events and initiatives that fall outside the direct responsibilities of the position.
- Represent the organization at meetings, functions and events, some of which may occur outside normal office hours and may involve long-distance travel.
- Perform any other reasonable duties and tasks as requested by the foundation.

4:0 PROFESSIONAL SKILLS AND EXPERTISE.

- Public relations and Marketing

OTHER TRAINING.

- ❖ *MicroComputer Operation and Application*

5:0 PERSONAL ATTRIBUTES

Professional code of ethics: - Integrity, Objectivity, Professional competence and Due care, Confidentiality, and Professional behavior.

Intellectual ability: - Ability to learn quickly and easily, ability to observe, gather, select and evaluate facts, good judgments, inductive and deductive reasoning, creative and original thinking.

Personal drive and initiative: - High degree of self-confidence, courage and initiative.

Ability to understand people and to work with them: - Respect for other people, tolerance, working as individual or as a team, working with different culture and anticipate human reactions.

6:0 NAMES OF REFEREE

1. Miss Grace Sheggy
Accountant
Hubert Kairuki Hospital
P.O. Box 11713, Dar es Salaam
Mobile phone: +255 756 696 644
E-mail: gsheggy@yahoo.com
2. Mr. Emmanuel Swilla
Finance & Grants Officer (NTD Act | East)
IMA World Health | Lutheran World Relief
P.O. Box 9260, Dar es Salaam
Mobile phone: +255 754 932 585, +255 714 183 520
E-mail: ESwilla@imaworldhealth.org

7:0 DECLARATION

I, the undersigned here, declared that the information given above is true and correct.

Signature :

