

WITNESS ABUU TEMU

Dar es Salaam, Tanzania | Phone: 0747442571 | Email: witneytemu03@gmail.com

PROFESSIONAL SUMMARY

Dynamic and results-oriented Sales and Marketing Manager with over four years of proven experience in driving revenue growth, brand promotion, and team performance. Skilled at developing and executing sales strategies, managing key accounts, and consistently exceeding targets. Recognized with multiple performance certificates for outstanding achievement in sales delivery and customer satisfaction. Strong leadership, excellent communication, and strategic thinking abilities.

CORE SKILLS

- Sales strategy & execution
- Revenue growth & business development
- Client relationship management
- Team leadership & training
- Market research & brand positioning
- Negotiation & presentation skills
- Target achievement & performance tracking
- Promotional campaigns & product marketing

PROFESSIONAL EXPERIENCE

Sales and Marketing Manager | Aice Ice Cream Company — Dar es Salaam, Tanzania (Feb 2024 – Present)

- Spearheaded marketing campaigns and sales strategies, increasing market share across major retail clients.
- Consistently achieved and surpassed monthly sales targets, earning multiple recognition certificates.
- Led a high-performing sales team by mentoring, training, and monitoring progress.
- Strengthened client retention by implementing loyalty programs and optimizing delivery efficiency.
- Conducted competitive market analysis to support decision-making and product positioning.

Sales Officer | Jamboland Company Limited — Dar es Salaam, Tanzania (Feb 2023 – Feb 2024)

- Developed strong customer relationships through lead generation and personalized follow-up.
- Executed advertising and marketing strategies that enhanced brand awareness.
- Conducted market research to identify competitive opportunities and trends.
- Supported the management team in achieving revenue growth goals.

Cashier & Sales Officer | Shopper's Plaza Supermarket — Dar es Salaam, Tanzania (Mar 2021 – Mar 2023)

- Delivered top-notch customer service and promoted loyalty programs to boost sales.
- Maintained accurate cash-handling procedures and trained new staff on company sales processes.
- Assisted customers in product selection and provided information on store policies and promotions.

Loan & Sales Officer | Mercury Company Limited — Dar es Salaam, Tanzania (May 2020 – Apr 2021)

- Processed and approved loan applications based on company standards.
- Cross-sold financial products, expanding the client portfolio and revenue base.
- Negotiated loan terms and ensured compliance with company regulations.

- Provided excellent customer support throughout loan processing stages.

Procurement & Logistics Intern | Chubuku Tanzania Breweries Ltd — Dar es Salaam, Tanzania (Aug 2019 – Mar 2020)

- Supported procurement operations, ensuring timely deliveries and stock accuracy.
- Assisted in vendor management, transport coordination, and reporting.
- Participated in contract negotiations and cost analysis to enhance efficiency.

EDUCATION

Bachelor of Arts in Procurement and Logistics Management — National Institute of Transport (NIT), 2019

High School Diploma — Chief Ihunyo Secondary School, 2016

O-Level Certificate — J.K. Nyerere Secondary School, 2013

AWARDS & CERTIFICATIONS

- Awarded multiple certificates for outstanding sales performance and consistent target achievement (Aice Ice Cream Company).

LANGUAGES

English — Fluent

Swahili — Native

REFEREES

Mr. Vicent Julius Butende	Owner, Mercury Company Limited	Phone: 0758106080	Email: juliusvicent85@gmail.com
Ms. Salome Mfinanga	HR Officer, Jamboland Company Limited	Phone: 0656796219	Email: mfinangasalome7@gmail.com
Mr. Salum Mpogomy	Head Teacher, Castle Hill School	Phone: 0753935852	Email: omkina04@gmail.com

DECLARATION

I, Witness Abuu Temu, declare that the information provided in this CV is true and accurate to the best of my knowledge.