

ANDREA JULIUS PETER

Dar es Salaam, Tanzania

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PROFESSIONAL SUMMARY

Dynamic and ambitious professional with a strong background in Mass Communication, Sales and Marketing (FMCG, Field based and B2B), Customer Service, and Financial Services (loan processing, recovery). Proven expertise in building and maintaining client relationships, developing sales strategies, and creating engaging media content for radio and television.

Passionate about connecting with people, understanding their needs, and providing tailored solutions that enhance customer satisfaction and organizational growth. Meeting and exceed sales targets and adapting quickly to changing environments. Committed to continuous learning and contributing to a company's success through professionalism and creativity.

WORK EXPERIENCE

Sales Officer – AFRIBUC LTD

Jan 2025 – Present

- Promote and sell a wide range of building materials while providing product guidance and customer support.
- Identify potential clients, maintain long- term relationships.
- Negotiate deals to meet monthly sales targets.
- Strengthened company market presence through excellent communication and service delivery.
- Conducted weekly marketing researches to scan market trend and discover new opportunities

Sales Representative (Hardware Department) – SUNDA Company Ltd

Jan 2024 – Dec 2024

- Promoted and sold hardware materials such as cement, paints, plumbing, and electrical tools.
- Assisted customers in product selection, prepared invoices, and maintained stock records.
- Introduced new products, improved customer retention, and contributed to consistent sales growth.

- Daily communication with our customers to maintain proper relationship and customer retention

Sales and Marketing Officer – BFI Microfinance Ltd

Jan 2023 – Jan 2024

- Designed and executed targeted marketing campaigns to promote personal, group, and SME loans.
- Built and managed a client portfolio through direct marketing, calls, and referrals.
- Conducted market research and adjusted sales strategies to maximize performance.
- Produced promotional materials and exceeded monthly sales targets, boosting branch revenue.

Recovery Officer – BFI Microfinance Ltd (5 Months)

- Followed up on overdue loan repayments and negotiated effective recovery plans.
- Collaborated with the credit team to monitor delinquent accounts and recommend action plans.
- Reduced non- performing loans through consistent follow- up and compliance with recovery policies.

Customer Care Officer – BFI Microfinance Ltd

- Delivered high- quality customer service by resolving inquiries and complaints efficiently.
- Assisted clients with account openings, loan applications, and product information.
- Maintained accurate client records and supported marketing initiatives and community outreach programs.

Radio and TV Presenter / Producer – Radio Uhuru and Ebenezer TV July 2022- Jan 2023

- Hosted live radio and TV shows, ensuring engaging and well- prepared content.
- Scripted and edited programs, coordinated live broadcasts, and boosted social media engagement.
- Collaborated with production teams to ensure broadcast quality and

audience growth.

KEY SKILLS

- Sales and Marketing Strategies (Field based ,B2B, and B2C)
- Communication skills as a radio and TV shows presenter
- Digital and Social Media Marketing
- Fast Moving Consumer Goods (FMCG) sales
- Customer Care and Relationship Management
- Loan Recovery & Negotiation
- Financial Product, Promotion and risk management
- Media Presentation and Production
- Problem Solving and Negotiation
- Microsoft Office (Word, Excel, PowerPoint)

EDUCATION

Bachelor of Arts in Mass Communication (3rd Year – Postponed 2023 due to family reasons)

Tumaini University College, Dar es Salaam

Advanced Certificate of Secondary Education (A- Level)

Runzewe High School – 2018–2021

Ordinary Certificate of Secondary Education (O- Level)

Mole Secondary School – 2015–2018

Primary Education

Mole Block Farm Primary School – 2008–2014

LANGUAGES

English: Fluent (Speaking, Reading, Writing)

Kiswahili: Native (Speaking, Reading, Writing)

ACHIEVEMENTS

Produced high- quality radio and TV programs that boosted audience engagement.

Recognized as a top- performing sales officer for consistently exceeding monthly targets.

Expanded BFI Microfinance's customer base through innovative marketing and networking.

Improved loan portfolio quality by reducing default rates through strong recovery measures.

Increased positive customer feedback and retention through effective service delivery.

REFERENCES

Godfrey Nonga
Branch Manager – BFI Microfinance Ltd
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