

REUBEN MNDOLWA MSHUZA

P.O. Box 75178, Dar es Salaam

Mob: +255 755 934 080 or +255 776 248 520

rmshuza@gmail.com / rmshuza@yahoo.com

Personal profile

Gender: Male
Marital Status: Married
Nationality: Tanzanian

An enthusiastic and resourceful Sales, Marketing and Communication Professional with experience in Tanzanian Insurance and FMCG Industries. A hard worker who is a goal and result oriented with leadership experience in both formal and informal settings. A team player, relates well with different people and possess the ability to motivate others. With good confidence, I also possess impeccable interpersonal communication skills, computer literacy, a fast learning ability and always eager to acquire fresh knowledge.

Summary of Competence

- ❖ Branding and Positioning.
- ❖ Content Marketing.
- ❖ Marketing Strategy.
- ❖ Public Relations / Communications.
- ❖ Credit Control.
- ❖ Business Development.
- ❖ Account Management.
- ❖ Negotiation Skills.
- ❖ Customer Service.
- ❖ Customer Relations Management
- ❖ Sales Management.

Skills profile

- ❖ Ability to listen, write and speak English/Swahili fluently.
- ❖ Ability to work and think strategically.
- ❖ Ability to work independently and under pressure.
- ❖ Quality and Action oriented (ability to work responsibly).
- ❖ Honest, Confident and High Integrity.
- ❖ Ability to learn quickly, analyze data and weigh both sides of often complex issues.
- ❖ Ability to work with data mining tools (Computer literate) e.g. MS windows, Office 2010/13 etc.

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Working Experience

December 2023 – Present

EE-Debt Recovery Ltd

(Consultant) Sales & Marketing Executive – Contract.

Duties and responsibilities: -

- ❖ Marketing of EE-Debt Recovery business and other third party companies
- ❖ Spearhead the sales of EE-Debt recovery business to other business
- ❖ Collect Debts on behalf of EE-Debt recovery clients
- ❖ Recover and retrieve assets and collaterals on behalf of our clients from defaulting debtors
- ❖ Document updated weekly and monthly reports on debt recovery for internal use and management
- ❖ Document updated monthly progress reports for clients on status of debts
- ❖ Research bad debt recovery requests
- ❖ Audit account aging
- ❖ Table proposals and plans for recovery business success
- ❖ Attend to other duties as assigned by the CEO

January 2021 – 2023:

Mega Beverages Company Ltd

Sales Representative (Dar es Salaam South Coast) – Contract.

Duties and responsibilities: -

- ❖ Serve customers by selling products and meeting customer needs.
- ❖ Service existing accounts, obtain orders, and establish new accounts by planning and organizing daily work schedule to call on existing or potential sales outlets and other trade factors.
- ❖ Adjust content of sales presentations by studying the type of sales outlet or trade factor.
- ❖ Focus sales efforts by studying existing and potential volume of dealers.
- ❖ Submit orders by referring to price lists and product literature.
- ❖ Keep management informed by submitting activity and results reports, such as daily call reports, weekly work plans, and monthly and annual territory analyses.
- ❖ Monitor competition by gathering current marketplace information on pricing, products, new products, delivery schedules, and merchandising techniques.
- ❖ Recommend changes in products, service, and policy by evaluating results and competitive developments.
- ❖ Resolve customer complaints by investigating problems, developing solutions, preparing reports, and making recommendations to management.

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- ❖ Maintain professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks, and participating in professional societies.
- ❖ Provide historical records by maintaining records on area and customer sales.
- ❖ Contribute to team effort by accomplishing related results as needed.
- ❖ Guide and supervise sales promotion activities.

2018 – 2020:

Volume Insurance Agency Ltd

Business Development Consultant – Part Time.

Duties and responsibilities: -

- ❖ Company branding.
- ❖ Designed company logo and developed office templates.
- ❖ Developing growth strategies and plans.
- ❖ Managing and retaining relationships with existing clients.
- ❖ Increasing and maintaining client base.
- ❖ Identifying and mapping business strengths and customer needs.
- ❖ Researching business opportunities and viable income streams.
- ❖ Following industry trends locally.
- ❖ Reporting on successes and areas needing improvements.

2006 – 2018:

Astra Insurance Brokers (T) Ltd

Senior Accounts Assistant and Communications Officer – Permanent.

Duties and responsibilities: -

Accounts Duties:

- ❖ Banking of daily collected Insurance Premium.
- ❖ Remittance of premium to insurance companies; preparing detailed payment schedules of day to day underwritten business.
- ❖ Keeping and maintaining all records of payments to insurers.
- ❖ Spearheaded Insurers' accounts reconciliation.
- ❖ Documented a detailed analysis report of debtors' weekly showing utilization, bad debts and balance for each fund.

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- ❖ Account for all premiums received in form of transfers, cash, deposit slips, Mpesa payments and cheques.
- ❖ Confirm all transfers, deposit slips, cash, Mpesa payments received in accounts.
- ❖ Custodian and issuer of all receipts, receipts books, and issued cheques.
- ❖ Proper and timely recording of all clients bounced cheques and replacements and authorize the suspension and reinstatement of clients' cover in relation to bounced or replaced cheques.
- ❖ Meet cash and Debtor day targets as set by the firm.
- ❖ Handle billing disputes and negotiate with clients to bring payments within agreed terms.
- ❖ Provide accurate advice on billing queries.
- ❖ Ensure all customers/clients are invoiced.
- ❖ Maintaining credit balances for all funds and ensure timely demands for fund top-ups ensuring timely demands for top ups.
- ❖ Ensure resolution of bounced cheques within the month and suspension/termination of the policy if not well managed.
- ❖ Manage credit control notes and premium refunds.
- ❖ Respond promptly and completely to both clients and internal inquiries.
- ❖ Undertake customer & suppliers account reconciliations as required.
- ❖ Prepare accurate and compete debtor aged listing with comments for management discussion on weekly basis.
- ❖ Send out monthly client statements/letters as required from time to time.

Public Relations (Communications Officer) Duties:

- ❖ Coordinate press briefings.
- ❖ Engage in dialogue with the Public as well as media on issues concerning the company.
- ❖ Coordinate preparation and production of the articles and newsletter.
- ❖ Coordinate participation in trade fairs and exhibitions.
- ❖ Develop and implement effective public relations and communication strategy.
- ❖ Provide advice on information, communication and public relations matters.
- ❖ Cultivate and maintain positive relations with stakeholders, both internally and externally.
- ❖ Build and protect corporate image and identity.
- ❖ To be the company's mouthpiece thereby handling communication matters both internal & external.
- ❖ Analyze information, arguments and comments inflicted by the public and advice on measures to be taken.
- ❖ Manage public complaint's desk and respond to all queries promptly and accordingly.
- ❖ Keep employees informed of developments, their roles and the impact on Company's image and business.
- ❖ Develop, promote and oversee the implementation of the Corporate Social Responsibility Policy.

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- ❖ Develop, design and publish promotional materials for Company's identity and image.
- ❖ Produce and disseminate documents such as brochures, articles and newsletters to inform the public on policies, programs, activities undertaken by the Company.
- ❖ Perform any other duty as assigned from time to time.
- ❖ Gathering, distributing and filing all media coverage generated for clients.
- ❖ Analyzing coverage and tracking emerging issues using digital tracking on, for example, websites or blogs of interest to our clients.
- ❖ Assisting with props or sets for a photo-shoot or assisting in setting up an event such as a client meeting.

Educational Background

- ❖ **2017** Master of Science (Msc) in Marketing Management; Mzumbe University Dar es Salaam Campus College.
- ❖ **2011** Bachelor of Arts (BA) in Mass Communication; Tumaini University Dar es Salaam College.
- ❖ **2006** Certificate of Journalism; Institute of Journalism and Mass Communication, University of Dar es Salaam.
- ❖ **2004** Certificate of Secondary Education; Hospital Hill High School, Nairobi, Kenya.

Practical Training.

- ❖ **2011** Intern at Tanzania Building Agency (TBA) under the Ministry of Infrastructure Development as a fulfilment to my Bachelor's Degree in Mass Communication.
- ❖ **2010** Intern at Parastatal Pensions Fund (PPF) (now known as Public Service Social Security Fund (PSSSF)) as a fulfilment to my Bachelor's Degree in Mass Communication.

Career Objective.

To work in a challenging position where I would utilize my knowledge and skills that I have acquired in life to serve others, and ensuring that I am dealing with people professionally while upholding a strong code of ethics to the best of my ability.

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Awards / Achievements

- 2021** Awarded Best Sales Performing Region (Dar es Salaam South).
2007 Awarded a Certificate in Corporate Culture and Customer Care Program after a 4 days course.

Personal Statement

I always have a desire to learn, work hard and achieve the best. I take up challenges with optimism and always ready for new challenges. With team work, focused goals, enough skills and commitment any objective can be fulfilled.

Referees

Mr. Bosco Bugali

Board Member
Assemble Insurance Tanzania
ACFE Tanzania Chapter
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Mr. Andrew William Zillale

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Declaration: -

I certify that all information provided is correct to the best of my knowledge.