



KUDZAI RUDO CHIGWEDERE

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Nationality: Zimbabwean

PERSONAL STATEMENT

I am a skilled marketing professional with vast experience in customer relationship management, (CRM), key account management, market research and industry analysis. I am adept at identifying business opportunities and converting leads into long term clients. I have a strong track record in client-focused management and increasing sales revenue. I am looking to use my skills to ensure the success of my employer and to further my own development.

EMPLOYMENT HISTORY

Name of employer: Commitbiz Management Consultants (August 2020 – October 2020)

Title: Business Setup Advisor

Responsibilities

- Managing client portfolio and advising them on the most appropriate setup for their desired business activity
- Client onboarding duties
- Achieving set sales targets
- Live chat support duties, which included converting potential clients from leads to customers

Key accomplishments

- Achieved sales target within first month of employment

Name of employer: Humark Management Consultancy (January 2018 – December 2019)

Title: Junior Marketing Consultant

Responsibilities

- Market research, as part of overall business plans, to assist small to medium enterprises (SMEs) access funding
- Develop marketing strategies for various clients
- Provide industry analysis
- Key account management and new business development

Key accomplishments

- Successful business plan for a client in hospitality, which resulted in ZAR3,4 million funding approval
- Resourceful market penetration plan, for a new business, which adhered to a very limited budget
- Spearheaded strategic partnerships

Name of employer: Texcolour (October 2010 – December 2017)

Title: Marketing and Sales Executive

Responsibilities

- Leverage market intelligence to ensure continued success of business
- Maximise sales by identifying new business opportunities
- Manage sponsorships and corporate social responsibility programmes
- Key account management

Key accomplishments

- Developed strategic plans to retain key clients and increase clientele in times of economic austerity
- Rebranded the entire organisation including website overhaul, which resulted in 40% more online enquiries

- Ensured sales team consistently exceeded sales targets by implementing innovative campaigns
- Increased brand awareness with target market and key individuals through relevant networking platforms

EDUCATIONAL QUALIFICATIONS

TERTIARY EDUCATION

Monash University – 2008

Bachelor of Arts (Honours) in Marketing, Media and Communication Studies

CONTINUING EDUCATION

- Fundamentals of Digital Marketing (via Google Digital Garage).
Course completed in July 2020
- IBM Customer Engagement Specialist Professional Certificate (via Coursera.com).
Course completed in September 2019.
- Marketing in a Digital World (via Coursera.com).
Course completed in December 2017

KEY SKILLS

- Customer relationship management
- Good oral and written communication skills
- Influencing and negotiation
- Teamwork
- Analytical
- Resilient
- Strength in motivating others
- Adaptability
- Self-management

LANGUAGES

- English – native speaker
- Shona – native speaker
- French – read and write
- SiSwati/Zulu - conversational fluency

REFERENCES

References available on request