**Alice Caroline Wambui** 

**Tel: 0545331207**

**Nationality : Kenyan**

**Date of Birth: 04-08-1996**

**Passport No : AK 0160910**

**Email:** [**alicecaroline925@gmail.com**](mailto:alicecaroline925@gmail.com)

**Career Profile**

A result-oriented individual with experience in different departments including cash office, business operations, sales and marketing. I have an ability to perform market research and analysis, build new business relationships, monitor competitor activities, organizing promotional activities and managing marketing campaigns on social media. I am also well versed at brand positioning and placement to ensure visibility to potential customers.

As a cashier, I am fast, friendly service and accuracy in handling customer transactions. I am also capable at addressing customers’ needs while quickly moving them through the check-out process. .

**Education& Professional Qualification:**

* Diploma, Marketing/ Marketing Management, General, Second Class Honors, Upper Level Ruiru College of Management, 2015 -2017
* Certificate in Computer Science, Ruiru College of Management, 2014-2014

**Key Professional Skills & Competencies**

* Exceptional market research and analysis skills-critical for appropriate market segmentation and targeted marketing/promotional campaigns
* Knowledge and understanding on local business drivers and their financial implications
* Able to communicate and present confidently, clearly, and expressively
* Excellent leadership skills, ability to support and sustain a high performing team
* Proven ability to achieve high revenue gains and offer an in-depth understanding of the sales cycle process and remain focused on customer satisfaction throughout all stages
* Skilled negotiator, with proven experience in a commercial environment
* Excels at business development, negotiating, merchandising and account management
* Proven strategic thinker, with an ability to translate vision into action
* Works well with MS Office Suite and other computer software

**EXPERIENCE**

**Cashier**

**Ramla Group, November 8, 2018 to November 30, 2020**

**Duties and Responsibilities**

* Welcoming customers, answering their questions, helping them locate items, and providing advice or recommendations.
* Operating scanners, scales, cash registers, and other electronics.
* Balancing the cash register and generating reports for credit and debit sales.
* Accepting payments, ensuring all prices and quantities are accurate and proving a receipt to every customer.
* Processing refunds and exchanges, resolving complaints.
* Bagging or wrapping purchases to ensure safe transport.
* Following all store procedures regarding coupons, gift cards, or the purchase of specific items, such as alcohol or cigarettes
* Maintaining a clean workspace.

**Sales and Marketing Specialist**

**Kavakava Pharmaceuticals Limited, February 2018 – October 2018**

**Duties and Responsibilities**

* Contributed information, ideas, and research to help develop marketing strategies
* Helped to detail, design, and implement marketing plans for each product or service being offered
* Set marketing schedules and coordinates with colleagues, sponsors, media representatives, and other professionals to implement strategies across multiple channels
* Developed sales strategies and approaches for various products and services, such as special promotions, sponsored events, etc.
* Answered questions from clients about product and service benefits
* Maintained excellent relationships with clients through superior customer service
* Tracked sales data and works to meet quotas or sales team goals
* Analysed trends, data, demographics, pricing strategies, and other information that can potentially improve marketing and sales performance
* Created and presented regular performance reports for managers and executives

**Marketing Intern / Inventory Controller**

**Elyechem Pharmaceutical Limited, July 2017 – October 2017**

**Duties and Responsibilities**

* Performed market analysis and research on the latest trends.
* Assisted with daily administrative duties.
* Designed and present new social media campaign ideas.
* Monitored all social media platforms for trending news, ideas, and feedback.
* Prepared detailed promotional presentations.
* Helped with the planning and hosting of marketing events.
* Researched and evaluate competitor marketing and digital content.
* Contributed to the creation of mock-ups, email campaigns, and social media content.

**Referees**

* Available Upon Request