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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 providing 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.
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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