

Profile

I am a highly motivated and results-oriented professional with a strong work ethic and a dedication to excellence. My key strengths are a unique combination of customer service expertise, marketing skills, and technical knowledge. I can also find and implement efficient solutions to complex problems, thus achieving outstanding results.

Professional Experience

January 2022 – Current

Digital Marketer

Baroda Trading

Main Responsibilities:

The role is a customer service position and involves the creation of marketing materials. The customer service responsibilities involve serving customer inquiries and resolving customer issues, building customer relationships, handling orders, gathering feedback, and enhancing Baroda's brand image. The marketing materials created include social media posts, blog articles, and newsletters.

Key achievements:

- Created a marketing plan that is being used in Baroda's digital transformation journey.
- Sourced cheaper books, providing Baroda the opportunity to make a bigger profit.
- Currently implementing a CRM system to automate repetitive manual tasks, enabling the team to focus on high-value work.
- Saved Baroda \$1 200 by designing and creating the website instead of outsourcing.

Skills: SEO, SEM, social media marketing, content marketing, email marketing, analytics, web design, among others.

January 2021 – January 2022

Cashier

Baroda Trading

Main responsibilities:

The role mainly revolved around processing transactions, providing customer service, and updating the store's database. Processing transactions involved POS operations; creating quotations, invoices, and receipts; and processing refunds, returns, and exchanges. Customer service included assisting with product selection, building customer relationships, handling complaints, and cross-selling and upselling to increase sales. I was also responsible for updating the store's database to ensure accuracy of product information and prices.

April 2019 – January 2021

Motorbike Mechanic

My Father

Main responsibilities:

The role involved repairing of damaged body parts, rebuilding or replacement of engines, and high-quality paint finishes. I also repaired or rewired faulty wiring. My expertise in these areas ensured transformation of motorbikes from perceived piles of scrap into fully functioning motorbikes with new appearances.

Educational Qualifications

O Level (ZIMSEC): English, History Geography, Biology, Physical Science, Technical Graphics, and ICT Fundamentals.

A Level (Cambridge): Biology and Chemistry.

College (Chartered Institute of Marketing): Level 6 Diploma in Professional Digital Marketing (Digital Optimization, Digital Customer Experience, and Marketing and Digital Strategy).

Personal Interests

I am a passionate learner with a keen interest in personal and professional development. In my free time, I enjoy immersing myself in books and exploring new ideas. To further enhance my skillset, I am currently exploring the world of coding and learning Python, CSS, and SQL. Additionally, I am committed to maintaining a healthy lifestyle and regularly run and swim.

References

References available upon request.