

Salvador Ogacho

Self-Evaluation

I am a Marketing graduate from the University of Nairobi with passion for developing dynamic brands and building sustainable customer loyalty.

It has been my life long desire to excel in the overall aspect of business with a keen emphasis on customer service and marketing. I have been lucky enough to be involved in various industries including banking, creative design, advertising and Higher Education. Learning from these experiences on both marketing and sales of these services, their challenges and importantly interacted with the targeted consumers thereby succeeding in brand development and growth of these products.

My success in these fields have largely been aided by greatly understanding the product offering and the end users mind- an aspect of marketing, and to eventually be able to adequately meet their desire and the companies' goals. Living my life on the foundations of integrity, dedication, honesty and respect, I have been able to build these principles in the various work places I have experienced.

Having been part of successful projects in the different organizations has equipped me with the know-how and experience to successfully meet objectives and demands should there be project handling experience required. Some of the exhibitions included the Canon Festival of Impression launch 2011, Coordinating University of Nairobi and UNES participation at various expos, amongst others.

My educational background is an added incentive as I have successfully undertaken an undergraduate programme in Business administration with a major in Marketing putting me in a position to blend both passion and knowledge to ensure success in this field. This has been enhanced with a lot of on-job training covering various but equally important aspects of marketing in the educational sector, sales and customer service sectors. I am currently undertaking a Master of Science in Marketing (Sales & Brand Management), presently doing my Research Project.

Moving forward, I hope to contribute in knowledge and experience to the marketing cause more specifically in understanding the consumers mind as it is my believe this will unlock all other aspects of the marketing mix.

Finally in considering me, I bring to the table knowledge, experience, passion, integrity, honesty, respect and above all the willingness to be part of your brand, one that I believe in.

Bio data

Male
22524226.
Catholic

Education

2017 to 2019

University of Nairobi
MSc. in Marketing (Brand & Sales Management)

2002-2006

Maseno University Kenya
Bachelor Of Business Administration: Marketing (BBA-Marketing)

- Second Class Honors Upper Division
- St. Mary's School Yala

**Professional
experience**

K.C.S.E

- B-
Victoria Primary School, Kisumu

K.C.P.E

- B+

March 2015 to Date

University of Nairobi

MARKETING OFFICER

- ❖ Developing and implementing the University marketing plan that is aimed at growing the UoN brand acceptance and parallel programmes student enrolment
- ❖ Developing marketing communication materials for Corporate UON Schools and Faculties
- ❖ Liaison with media agencies and advertising companies where appropriate for advertising and branding purposes
- ❖ Implementing, monitoring and evaluation of the UON marketing plan and strategies
- ❖ Conduct marketing research and survey to determine and advise management on changing trends and preferences
- ❖ Organizing participation of UON at events and exhibitions countrywide
- ❖ Updating and monitoring the Centre for Self-Sponsored Programmes website and social media pages in liaison with School Web officers and Senior Web Communication Officer
- ❖ Responsible for the UON marketing budget for Promotion
- ❖ Development of the CESSP Bimonthly Newsletter & Regular updates of the CESSP website

Nov 2012 - Feb 2015

University of Nairobi Enterprises & Services Ltd (UNES)

MARKETING OFFICER

- ❖ Developing and implementing the marketing plans for the business units and IGUs
- ❖ Developing marketing communication materials for the company and its units

- ❖ Updating and monitoring the UNES corporate website and social media arms.
- ❖ Organizing and coordinating CSR activities for the company
- ❖ Coordinating the development of UNES Newsletter
- ❖ Liaison with media agencies and advertising companies where appropriate for advertising purposes
- ❖ Coordinating brand development activities for UNES corporate, its Business Units UON Income Generating Units and the University of Nairobi
- ❖ Monitoring and evaluation of the marketing plans and strategies for the company and the units
- ❖ Conduct marketing research and survey to determine performance and advise management
- ❖ Develop marketing budget for the business units and IGUs
- ❖ Organizing participation at events and exhibitions for the Business Units and IGUs together with University of Nairobi parallel(module II and III) programmes
- ❖ Developing customer care programmes in conjunction with the Unit Heads.
- ❖ Directing the sales team activations in different areas.
- ❖ Member of the University of Nairobi Exhibition committee secretariat in charge of organizing the UON Open Day an annual expo.
- ❖ Responsible for the overall UNES marketing budget

Feb 2012 - Oct 2012

Blue Eyes Ltd

ACCOUNT MANAGER

- ❖ Identifying market potential by qualifying accounts across the different products offered- Graphic design, printing offset & Digital, marketing strategy and marketing communication.
- ❖ Managing various accounts acquired to ensure maximum growth and continuity, and building a lasting relationship with the customer.
- ❖ Initiate sales through various prospecting techniques to grow the company sales book.
- ❖ Preparing briefs to ensure that what the client requires is promptly and wholly brought out from the project undertaken.

- ❖ Recommending new solutions and services to clients in line with enhancing their brand value in the required segment
- ❖ Ensuring customer satisfaction through offering high quality client service to encourage repeat purchase.
- ❖ Developing marketing strategies for client in line with what they seek to achieve both off line and on line using above and below the line solutions to maximize their offering to the target market.

July 2010 - Jan 2012

Creative Edge Ltd

ACCOUNT EXECUTIVE

- ❖ Handling clients' requirements allocated to me.
- ❖ Generating new business opportunities for the company, looking at the entire product propositions on offer.
- ❖ Handling inquiries for any client existing or new prospects
- ❖ Maintaining a positive client relationship to encourage growth of portfolio
- ❖ Preparing quotations to pass to clients for approvals on requested projects
- ❖ Preparing briefs to ensure that what the client requires is promptly and wholly brought out from the project undertaken.
- ❖ Preparing and sending out proposals to potential clients in line with growing new business.

Aug 2008 - June 2010

Impress Repro Limited.

SALES AND MARKETING EXECUTIVE

- ❖ Ensuring continuous growth in client base through sales and continuous client service, for both corporate and individual clients.
- ❖ Establishing sales trends and analysis of sales records, to be used by management for continuity.
- ❖ Carry out client prospecting techniques to ensure growth in both sales and client base.
- ❖ Maintain positive client relationship to encourage continuous and cross selling of company products.
- ❖ Develop various marketing techniques to promote company products thereby enhancing sales and client service.
- ❖ Develop and implement marketing strategies to grow both client and market share to ensure growth in company assets and profit margins

Jan 2006 to Aug 2008

Barclays Bank of Kenya Ltd. Kisumu

DIRECT SALES CUSTOMER ADVISOR

- ❖ Direct selling and cross selling of bank products like Loans, Accounts and Credit cards.
- ❖ Ensuring customer loan and account opening documentation meet the required KYC standards, properly put together and forwarded as soon as possible and follow ups of the same equally looked at in good time to enhance quick turnaround time.
- ❖ Ensuring customer satisfactions through constant follow ups thus also keeping a positive relation with the customer to ensure repeat purchase.
- ❖ Providing quality leads and effective follow up of the same converting them into sales of bank products on products not directly under my portfolio like business loans and accounts.
- ❖ Participating in product campaigns and ensuring targets are consistently met and exceeded.
- ❖ Undertook training in various areas including but not limited to selling skills, negotiation skills, analytical skills and customer service skills among others.

Achievements

- Successfully managed events for University of Nairobi Celebrations on different occasions including Golden Jubilee for School of Medicine
- Was part of the team organizing the 4th – 9th University of Nairobi Open Day and the successful launch of the Regional Open Day in Eldoret, Meru and Kisii in 2016 and the coordinator for Mombasa and Kisumu Campus Open Days.
- Setting up of the UNES Marketing office with clearly developed Marketing Plans for the diverse business units and Income Generating Units that included Chiromo Funeral Parlor, Parallel program UON and University Bookstore
- Appointed as an Integrity Assurance Officer (IAO) and a member of the UNES Corruption Committee entrusted with championing corruption free organization
- Coordinated participation of the University of Nairobi and UNES to the 15th and 18th Nairobi International Education Fair at Sarit. The activity involved marketing material and branding of expo stands to ensure conformity with the UON and UNES standards.
- Was the account executive entrusted with the Canon Festival of Impression launch for CANON reentry to the Kenyan market. Key contribution was as a coordinator ensuring all promotion materials were designed, delivered and put up on time for the actual event.

Skills & Attributes

- Was always among the top three sales performers at Barclays bank Kisumu with my customer base spread over the entire region on both liability and asset products.
- Was able to develop and maintain a large customer base in the entire region during my time at Barclays bank there by successfully cross selling the bank products to a wide range of customers including business products.
- Effectively led a team of direct sales representatives in setting up temporary sales offices in Nyando district and Bondo districts with the main intention of growing sales with the outcome being very successful.
- At Impress Repro was successful in signing up relationships that ensured continuous business from different clients especially in the publishing industry.
- Was able to acquire and properly service big clients while at creative edge among these were;
 - a. Canon ME
 - b. SS Mehta & Sons
 - c. Mercantile Insurance
 - d. Phillips Pharmaceuticals among others
 - e. SJR Properties

Skills acquired and developed through trainings during my course of employment include:

- Trained ISO Quality Auditor
- EACC trained Integrity Assurance Officer
- Presentation skills
- Negotiation skills 2
- Selling skills
- Organization skills
- Leadership skills
- Account management skills

Community activities Visited various children's homes to contribute and offer assistance both an individual and in groups.

Participated in various environmental clean ups while at Maseno

Extracurricular activities Was an active team member in both High school and University Rugby teams and presently a member of the Mean Machine Rugby Club of the University of Nairobi

Was part of a behavior change group at Maseno university (I Choose Life) for the four years I was a student. The main aim of which was to give youth alternative activities to participate in and properly utilize their free time

Referees

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