

CATHERINE MWENDE NGOMBWA

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CAREER PROFILE.

Experienced and self-motivated business manager bringing forth valuable industry experience and a passion for working towards company advancement. Result-oriented with a proven track record of working collaboratively with team members to achieve company's goals.

PROFESSIONAL & EDUCATIONAL QUALIFICATIONS

- 2015 - 2018 Bachelors in Business Management (HR Option) MT. Kenya University (MKU)
- 2012 - 2013 Dip. in Business and Information Communication Technology, Institute of Advanced Technology
- 2012 - 2013 ICDL Certificate part 1 & 2, Institute of Advanced Technology.

PROFESSIONAL EXPERIENCE

Key Account Manager|Sokoni Online Ltd |January 2022-February 2023

As a key account manager, I was responsible for handling different sets of new and existing clients and ensuring

all the needs are met at right time and in the right way.

Duties and Responsibilities.

- Creating and retaining top customers and nurturing key relationships over time.
- Developing a solid and trusting relationship between major customers and the company.
- Developing a complete understanding of key account needs.
- Highlighting and effecting periodic sales forecast.
- Collaborating with the sales team to maximize profit by up-selling and cross-selling.
- Expanding relationships and bringing in new customers.
- Meeting all customer needs and deliverables according to proposed timelines.
- Resolving key customer issues and complaints.

Vendor Relationship Assistant Manager|Sokoni Online Ltd | Jan 2021-Dec 2021

Duties and Responsibilities.

- Onboarding vendors by educating them about the benefits of listing their products on our platform.
- Maintaining vendor-customer relationships.
- Managing pricing competitiveness, assortment, and stock availability of key vendors in the category.
- Negotiating deals with vendors and working with marketing to develop matching initiatives to boost revenues.
- Analyzing business market trends, demands, supply and competitions.
- Resolve customer complaints quickly and effectively.

E-commerce Content Associate|Sokoni Online Ltd|Feb2019-Dec 2020

Duties and Responsibilities.

- Creating the best content to drive leads and conversion using SEO (Search Engine Optimization) best practices to generate online traffic to our site.
- Editing content produced by other members of the team and/or vendors
- Collaborate with other departments to create innovative content ideas that engage customers
- Social media management proficiency.

KEY SKILLS.

- Ecommerce
- Marketing and Communication.
- Web Content Writing
- Brand Management.
- Teamwork and Collaboration.
- Planning and Analytical Skills

Rachel Mumbi,

Former Human Resource Manager,

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