

PERSONAL PROFILE:

Name : EMMANUEL NJOYA
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SALES & MARKETING EXECUTIVE

EDUCATION

Master's in Business Administration/[University of the People](#), California-United State

03.2020 – Present

Certification in Hotel & Catering Management/[International Open Academy](#), United Kingdom

05.2020 – Present

Bachelors of Education in English Modern Letters/[University of Bamenda](#), Bamenda-Cameroon

09.2013 - 09.2016

Bachelors of Science in Banking and Finance/[University of Buea](#), Buea-Cameroon

10.2010 - 10.2013

Certification in Computerized Accounting/[Laurate Business College](#), Bamenda-Cameroon

07.2013 - 09.2013

WORK EXPERIENCE

10.2019 - 02.2020/LAGOONA BEACH LUXURY RESORT, Budaiya-Bahrain

{Marketing Support Staff}

- Conducted market research on rival services and outsmart competitors by a 7% increase in revenue.
- Drafted feedback from clients which was implemented for a subsequent 17% increase in revenue in a month.

07.2017 - 08.2019/PINNACLE OF SUCCESS ACADEMY, Yaoundé-Cameroon

{Administrator cum Marketing Executive}

- Engaged in the hiring of staff and instituted quality staff with input over 150% and result in 100% success.
- Schemed, developed and implemented effective marketing communication campaigns resulting in an increase in students by 200 every academic year which earned me the “*Excellent in Marketing*” Award in 2019.
- Designed copies for all marketing collateral, including brochures, letters, slogans, links, pages and website which created awareness to more than 1000 more clients.
- Created an effective paid Facebook advertising campaign which generated 2,000 website visits
- Programmed a report booklet using a spreadsheet which eliminated over \$600 cost per year and saved over 100 hours in the academic year.

11.2015 - 06.2017/COOPERATIVE BIOFOOD AFRICA, Yaoundé-Cameroon

{Sales and Marketing Executive}

- Analyzed financial statements to project future marketing campaigns to increase sales by an x% monthly.
- Devised, developed and implemented a customer relationship strategy which resulted in a 33% increase in customer renewals year-on-year, equating to a growth of \$6,000.
- Initiated Rebrand for a product and was able to make a 60% change in the market situation.
- Developed new products successfully which made over \$16,000 within the first three months.

- Emerged with sales promotional strategies to execute territory management with the sales manager and added at least 2% to clients' list every week.
- Created an Instagram strategy and collaborated with influencers to promote a brand, resulting in \$2,500 worth of sales.
- Incorporated the management of PPC campaigns, increasing ROI from \$9,000 to \$16,000
- Implemented a viral campaign that resulted in a 15% rise in online subscription

07.2014 - 09.2015/Rainbow Property Management, Buea-Cameroon

{Financial Officer}

- Fabricated a spreadsheet to enter financial data and saved 20+ hours per month.
- Executed costing analysis and minimized cost of the company by \$164 monthly.

11.2013 - 06.2014/NGOKENTUJIA COOPERATIVE CREDIT UNION, Ndop, BamendaCameroon

{Cashier}

- Drafted and guided a marketing plan that increased revenue by 30% within six months

08.2010 - 07.2013/MOBILE TELEPHONE NETWORK, Yaounde-Cameroon

{Outdoor Sales Representative}

- Promoted the sales of the Company's Sims and other products and services and made 5% subscribers monthly.
- Realized monthly sales target of \$164 monthly.

ADDITIONAL SKILLS:

- Compute, evaluate, analyze and interpret financial statements for managerial decision making.
- Pairing objectives to Key Performance Indicators for effective measurement and evaluation of marketing results.
- Sales and marketing expert with innovative and creative with marketing Strategies to realize goals.
- Good communication - written and oral skills and excellent customer service skill.
- Excellent market analytical skill and Well organized with a resourceful personality.
- Good time management and adept technology skill.
- Clients/prospects relationship management skill and new product/brand development and growth skill.
- Excellent team leader with graphic designing and Media management skill

LANGUAGES: English (C2 Level) & French (B2 Level)

DECLARATION

I hereby declare that all information above is true and justifiable to the best of my knowledge