

# SHEILA A.OMBOGO

## BUSINESS DEVELOPMENT / MARKETING MANAGER



### PROFILE

**9+ years** experienced Business Development & Marketing professional capable of understanding sophisticated client needs; and is able to weave together complex technically oriented solutions helping customers to smoothly execute change.

### INDUSTRY EXPERIENCE SUMMARY

#### FMCG | IT | COFEE ROASTERY

### PERSONAL DETAILS

**D.O.B:** 8<sup>th</sup> November 1990



(+973) 3562 8903



sheila.ombogo@gmail.com



[https://www.linkedin.com/in/sheila-ombogo-51415a382?lipi=urn%3Ali%3Apage%3Ad\\_flagship3\\_profile\\_view\\_base\\_contact\\_details%3ByCee4UnuStiBS52ET6e5IA%3D%3D](https://www.linkedin.com/in/sheila-ombogo-51415a382?lipi=urn%3Ali%3Apage%3Ad_flagship3_profile_view_base_contact_details%3ByCee4UnuStiBS52ET6e5IA%3D%3D)



Manama, Bahrain

### CAREER SKILLS

- ❖ **Business Development** (Deep understanding of sales cycle i.e New leads generation, negotiation, sales conversions, client retention, account management, etc)
- ❖ **Performance Based Marketing** via Programmatic Advertising, SEM, SMM, Google Analytics & Google Adwords
- ❖ **Content creation** (for email marketing, radio ads, magazine ads, social media, websites and blogs)
- ❖ **Digital Marketing** (Google Certified)
- ❖ **Marketing Management** (Brand building, product development, product life cycle, marketing research, budgets planning, trend analysis, promotions, events etc)

### PROFESSIONAL EXPERIENCE

#### INDEPENDENT MARKETING CONSULTANT

*Short-term and one-off online and offline projects involving products consultancy and supplies-JAN 2020 to DATE*

#### BUSINESS DEVELOPMENT MANAGER

*Marimba (Coffee) Roastery W.L.L in Riffa- FEB 2019-NOV 2019*

- Introduction of Specialty Coffee to Small and Medium sized Cafes in Bahrain
- Account Management i.e scheduling coffee & latte art training, machine maintenance training, orders quantity and payment management, customer relations, attending customer coffee shop launches
- Content Creation-Company profile, Client Contracts, Sales docs
- Training and Orientation of Incoming employees

#### MARKETING CONSULTANT

*Ardent Enterprises Ltd in Nairobi, Kenya JUL 2016-JAN 2019*

- A Marketing Consultancy firm with a focus on FMCG products of local and international origins(e.g Unilever, IFFCO Kenya, PZ Cussons, etc)
- Short term-long term contracts (3months-2years) according to client challenges e.g product launches, results driven campaigns, promotions, disposal of short expiries etc.
- Social media strategy
- Market penetration strategies and reports

## INTERPERSONAL SKILLS

- ❖ Good team player
- ❖ Attention to Detail
- ❖ Good Time Management
- ❖ Multi-tasking skills

## LANGUAGES

- English-both written and spoken (fluent)
- Swahili-both written and Spoken (fluent)
- Arabic (Willing to Learn)

## VOLUNTEERING

*Creative Artists for Change 2009-  
Date*

A Youth Group that was formed to promote peace building programs within different tribes in Kenya after the Post-Election Violence in 2007

## INTERESTS

Travelling

Photography

Sports

## REFERENCES

*AVAILABLE ON REQUEST*

## MARKETING MANAGER

*PortCross Ltd in Nairobi, Kenya MAY 2014-JUN 2016*

- Managing a portfolio of over 17 imported International brands (>200 SKU's) both food & non-food (from Asia), supplied across 20 supermarket chains with a total of over 100 supermarkets in Nairobi and its environs
- Management of a team of 30 Sales Team, Merchandisers & Promoters and outsourced vendors
- Content Creation(Social Media, TV, Radio Spot Ads, etc.), ATL & BTL activities, events and Budgets
- Management of 17 International brands

## BUSINESS CONSULTANT (ERP & Software Sales) and MARKETING & COMMUNICATIONS

*Techbiz Ltd in Nairobi, Kenya JUN 2011-APR 2014*

- SAP, hSenid HR Software, HardCat Asset Management Solution, POS solution sales across Kenya
- Content creation for Websites and Blogs
- Concept creation for all POS material working closely with In-House Graphic Designer

## PROFESSIONAL QUALIFICATIONS & CERTIFICATES

Diploma in Marketing Management 2009-2011- The Kenya Institute Of Management

### Industry Related Certifications:

Diploma in Programmatic Ads 2020- Nominal Techno Academy

Digital Marketing Certification 2020- Google

Cyberoam Certified Sales Champion 2011- Valid till 2024 by Cyberoam