



RAYMOND TEMBO

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Objective

To be associated with a growing organization where I utilize my qualifications and skills, gain further experience while enhance the organization's productivity, reputation and achieving its corporate goals.

Experience

- **University of Africa** 2nd August 2019 - Current
Digital marketing Manager
 - Developed marketing Strategies that increased the organization KPI .
 - Designed and implemented campaigns on social media platforms
 - Maintain consistent brand messaging throughout all platforms
 - Create email blast campaigns to target key customers
 - Use advanced metrics to measure the success of a marketing campaign
 - Keep up to date on the latest social media trends
- **PepsiCo** 2nd August 2016 - 2nd August 2018
Marketing executive
 - create awareness of and develop the brand you're marketing
 - communicate with target audiences and build and develop customer relationships
 - help with marketing plans, advertising, direct marketing and campaigns
 - support the marketing manager in delivering agreed activities
 - source advertising opportunities and place adverts in the press or on the radio
 - work closely with in-house or external creative agencies to design marketing materials such as brochures and adverts
 - write and proofread marketing copy for both online and print campaigns.
 - produce creative content, including videos and blog posts.
 - run social media channels (e.g. Twitter, Facebook and LinkedIn) to enhance audience engagement.

Skills

- Demonstrated ability to develop and execute sales and marketing strategies. Excellent communication skills. Familiarity with analytical tools, such as Google Analytics and Webmaster Tools. Well acquainted with Sales and marketing techniques .

Projects

- **Marketing monitoring systems**
Extebliashed a marketing monitoring system
- **Hiring**
Hiring and training of sales stuff
- **CRM**
Customization of Hobsport CRM

Education

- **Greenwich University** 2020
Bsc in Marketing
4.5
- **Zambian Center for Accountancy Studies** 2016
Advanced Diploma in business administration
3.5

Achievements & Awards

- -increased the company's revenue by 60%. -Was the companies 2019s highest performing marketing personnel . -Established a customer base of over three thousand customers. -Generated the highest Number of leads the company's history. -Maintained a positive sales track record for six plus months. -Managed and trained a team of five sales advisers . -Established new product in the market and increased the strength of the company's brand whilst beating other strong already established brands. -Managed over three key accounts and thirty plus agents

Reference

- **Thomas Van Den - "Advtech "**
Business Development Manager
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- **Thomas gass - "UNIVERSITY OF AFRICA "**
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