

# Mariam Nassozi

## Contact

### Address

Kampala, 10101

### Phone

+256 753868580/0782726885

### E-mail

nassozimariam5@gmail.com

## Skills

Digital Marketing Skills

Canva

Advanced MS Office Suite  
knowledge

Data Entry

Budgeting

Financial management

Event planning

Market research techniques

Dropbox

Mail Management

Email Marketing

Customer Service

Office Management

Executive Support

Administrative Support

## Languages

## Professional Summary

To, seek and maintain the full-time position that offers professional challenges utilizing interpersonal skills, excellent time management and problem-solving skills. Attempting to contribute in a creative, diligent, competent, persistent, and team-building manner to accomplish the organization's goals with the utmost care and integrity.

## Work History

2022-11 –

Current

(Part-time)

### Virtual Assistant /Social Media Specialist

#### ***Coach Coegi, India (Remote)***

- Managed CRM input, exports and clean-up
- Completed business correspondence, transcription, and data entry
- Uploaded files for team use on Google Suite and SharePoint
- Bolstered brand visibility by crafting engaging content for newsletters, blog posts, and social media updates
- Assisted in the client onboarding.
- Managed social media accounts, ensuring timely responses to comments, messages, and reviews for enhanced customer service
- Strategized social media campaigns for clients, helping to meet goals and reach untapped potential customers
- Maintained the company's social media presence by posting messages, answering posts, and monitoring responses
- Managed social media accounts for clients, generating interest in existing and upcoming product or service releases
- Conducted weekly updates to social media profiles to boost the company's online presence
- Increased customer engagement through social media
- Generated leads
- Obtained, attributed and wrote compelling captions and other text for photos, video and other graphics for both print and online use

English: Spoken (Good),  
Written (Good), Reading  
(Good)

- Implemented and maintained an editorial calendar for clients' social media channels, which helped clients reach KPIs
- Developed monthly content calendars outlining post topics, images, and captions in advance for streamlined scheduling processes
- Enhanced customer engagement with the creation of relevant and shareable content across various platforms
- Upheld a consistent brand voice across all channels, tailoring messaging to align with specific platform demographics while maintaining overall company identity

2023-12 -  
2024-07

**Executive Assistant/ Business  
Development Associate**

***Delia Dean Sukoon Fresh Enterprise***

- Conducted desk research on assigned topics and developed baseline reports.
- Developed respective research slide decks such as the Job-tech Slides presentation for Brighter Monday
- Carried out reviews for different documents like Financial curriculum, manuals
- Carried out field data collection through Focused group discussion and Key Informant Interviews
- Participated in the writing of the Here We Grow Financial Literacy curriculum for the people of Kitagweda and Ethiopia Bonazureira
- Participated in the writing of concept note about the Cash coordination mechanism in Refugee hosting communities on behalf of the World Food Program under the supervision of Ms. Delian Dean a Consultant at the World Food Program
- Participated in the writing of grant proposal for Sukoon Fresh Enterprises
- Wrote financial budgets for the Sukoon Fresh Enterprises project of the out-growers network
- Wrote concept notes about the Sukoon Fresh Enterprises project for the out-growers network
- Wrote or designed the work and concept of setting up an out-grower network

- Wrote a marketing plan for Sukoon Apparel a sister company of Sukoon Fresh that deals in modesty clothes
- Wrote Sukoon' s fresh enterprise business plan
- Made tentative schedules in preparation for a Sukoon fresh field trip.
- Made interview calls and coordinated for the key informant interviews.
- Wrote interview transcripts to be added to the research document
- Worked on the research on refugees in urban employment
- I designed the H&N foundation logo and business profile.

2021-02 -  
2023-11

## **Project Coordinator**

### ***Penghis Manufacturing Ltd(Research and Development phase)***

- Participated, represented and pitched for Peghnis Manufacturing at youth ideation in November 2021 and made it among top 30 companies who were entitled to a grant of \$7000.
- Received a grant in 2023 and carried out research and development to recycle plastic waste into construction materials.
- Designed work plans and ran the entire project from beginning to end.
- Led team and organized them in terms of what was needed to achieve our main goal.
- Led research and development of a prototype which was produced Designed budgets and managed and maintained our books of accounts Managed project expectations and performed risk management
- Resolved conflicts and ensuring that each team member delivers for proper utilization of grant
- Presented team in UNDP events such as shows that were carried Pitched ideas to different investors
- Wrote grant proposals to different organizations such as MIT, Brac Uganda, UNDP, and NASE Africa Represented Penghis manufacturing at the EU business forum.

- Developed comprehensive project plans, outlining scopes, timelines, deliverables, and milestones
- Supervised the project start through delivery by prioritizing needs and delegating assignments
- Prepared meeting agendas and minutes for distribution and record-keeping
- Enhanced team collaboration through regular meetings, fostering a positive work environment for increased productivity
- Managed budgets effectively, ensuring resource allocation was optimized for maximum project success
- Negotiated contracts with vendors and suppliers, securing favorable terms for cost-effective procurement of resources needed for each project's success
- Tracked hours and expenses to keep a project on task and within the budgetary parameter
- Decreased project completion times by efficiently prioritizing tasks and delegating responsibilities to team members
- Provided input and feedback on departmental initiatives, directives and strategies to contribute to project success
- Tracked project and team member performance closely to quickly intervene in mistakes or delays
- Analyzed project performance data to identify areas of improvement
- Scheduled and facilitated meetings between project stakeholders to discuss deliverables, schedules and conflicts

2022-09 -  
2023-09

## **Sales Executive**

### ***Fire Magnate Ltd***

- Achieved sales goals and service targets by cultivating and securing new customer relationships
- Developed sales strategy based on research of consumer buying trends and market conditions
- Negotiated and closed profitable sales contracts with new and existing customers to increase loyalty and retention

- Boosted sales revenue by cultivating strong client relationships and implementing effective sales strategies
- Delivered exceptional customer service, resulting in a high percentage of repeat business and client referrals
- Demonstrated expert product knowledge during client interactions, addressing questions/concerns confidently and offering solutions tailored specifically for them
- Analyzed sales data regularly to monitor progress towards goals and make necessary adjustments to strategy as needed
- Researched sales opportunities and possible leads to exceed sales goals and increase profits
- Established and maintained positive relationships with vendors to determine product availability and quality
- Developed and presented valuable sales presentations to potential customers to highlight the features and benefits of products
- Identified upselling opportunities within existing accounts by staying informed about clients' evolving needs requirements
- Exceeded quarterly targets consistently through diligent prospecting and tailored product presentations
- Developed key partnerships, resulting in increased lead generation and cross-selling opportunities
- Streamlined sales process to improve efficiency, reduce cycle time, and close deals faster
- Increased revenue by implementing effective sales strategies in the sales cycle process from prospecting leads through close
- Negotiated contract terms with clients, securing favourable conditions for both parties while maximizing profitability
- Participated in industry trade shows, representing the company professionally and generating valuable leads for future business growth
- Monitored and adjusted pricing based on market trends and customer feedback to meet expectations and increase sales

- Developed and implemented account management plans to establish customer satisfaction
- Implemented CRM system for better customer tracking, leading to improved follow-up processes and higher conversion rates
- Expanded market share with strategic territory planning and targeted prospecting
- Maintained up-to-date knowledge of store sales, payment policies and security standards

2022-01 -  
2022-09

## **Intern**

### ***Sebuum and Associates***

- Filed tax returns, and posted transactions in software like QuickBooks
- Conducted interviews for new interns, wrote monthly reports, and performed audits
- Carried out auditing for the company's clients.

2022-01 -  
2022-03

## **Intern**

### ***Spotnum Uganda Limited***

- Worked across all recruitment, connections, and credit departments
- Managed candidate applications, employer connections, and company creditors.
- Supported staff members in their daily tasks, reducing workload burden and allowing for increased focus on higher-priority assignments
- Gained valuable experience working within a specific industry, applying learned concepts directly into relevant work situations
- Contributed to a positive team environment by collaborating with fellow interns on group projects and presentations
- Interacted with customers by phone, email, or in person to provide information
- Developed organizational skills by managing multiple tasks simultaneously while adhering to strict deadlines
- Actively participated in team meetings, offering insightful suggestions that led to innovative problem-solving strategies

2019-02 -  
2019-08

## **Secretary**

*Einstein Schools*

- Secretary responsible for school documentation
- Managed the cash inflows and outflows of the school
- Handled staff payments
- Purchased school equipment and did school resource allocation.

2018-12 -  
2019-02

## **Secretary**

### ***Umoja in Kaazi***

- Maintained daily report documents, memos and invoices
- Handled sensitive information discreetly, maintaining confidentiality when managing personnel files or financial data
- Created and updated records and files to maintain document compliance
- Responded to emails and other correspondence to facilitate communication and enhance business processes

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## **Education**

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2003-01 -  
2012-05

### **PLE Certificate from nursery to primary 7**

*Kingsway Primary School - Sseguku*

2013-01 -  
2016-05

### **U.C.E**

*St Augustine's College Wakiso*

2017-01 - 2018-  
05

### **U.A.C.E**

*Seroma Christian High School - Mukonon*

Students' Entrepreneurship Club (September 2021-2022)

2019-01 -  
2022-05

## **Bachelor's Degree: Business Administration and Management**

*Uganda Martyrs University - Nkozi*

### **Extra courses**

- Social media management **LinkedIn**
- Video Editing **LinkedIn**
- Technical Writing **Alison**
- Climate Change **UN**
- Currently pursuing digital marketing and E-commerce **Google**

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## Hobbies

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- Making new friends
- Travelling

## References

### **Ms. Delia Dean**

Founder Sukoon Fresh Enterprise

Consultant at World Bank

Contact: 0775387057

### **Ruchira Chakravarty**

Founder, CoachCoegi

Contact: Ruchira@coachcoegi.com

### **Christopher Ntole**

Head of Procurement, Penghis Manufacturing Ltd

Contact: +256783511564

I, NASSOZI MARIAM, certify that to the best of my knowledge and belief, the data provided correctly describe me, my qualifications, and my experience.

**Signature: Nassozi Mariam**