

ABEL MUGUME MUHINDA

Kampala, Uganda.

Tel: +256 700 630 660, 0782 278 864 Email: abelmugume@gmail.com

Personal Details

Marital Status	:	Single
Nationality	:	Ugandan
Interests	:	Reading, Travelling, Art, Movies & Football

Personal Statement

A gifted, self-driven progressive thinker, well groomed and skilled in the art of marketing communications with a wide range of experience attained from working in a demanding advertising agency environment.

Special Skills

Experience in Account/ Client Management, Business Leads, Project Management, Strategic input especially in Construction and Fast Moving Goods, Public & Reputation Management, Social Marketing, Consumer Research and IT.

Educational Experience:

June – July 2020	Google Digital Skills for Africa Certificate in the Fundamentals of Digital Marketing
2008 - 2009	HCP Programme, Generating Opportunities for Leadership and Professional Development (GOLD) Certificate in Social Marketing & Communication skills
2003 – 2006	Makerere University , Kampala, Uganda Bachelor of Industrial and Fine Arts (Hons) Second Class
2001 - 2002	Mbarara High School , Mbarara, Uganda Uganda Advanced Certificate of Education (UACE)
1997 - 2000	Mbarara High School , Mbarara, Uganda Uganda Certificate of Education (UCE)

Professional Work Experience

September 2019 - Current	Maad Advertising Limited Head of Business Development Unit
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Responsibilities:

- Overseeing and managing Business Development Unit Department
- Strategic point of contact for senior clients and establish strong relationships
- Work with management team to bring creative solutions to prospective clients and to build the business of current clients
- Mentor and develop the team and direct them in finding creative solutions to both client and internal challenges, foster knowledge-sharing across all disciplines internally to ensure collaborative and informed work
- Strategic builds and initiatives – generating consumer insights and developing communication plans
- Over seeing Project Management from inception to implementation in different departments
- Overseeing and handling multiple clients such as Uganda Breweries Limited, Unilever, d.light Solar, Postbank Uganda, KCB Bank Uganda, Uganda Development Bank, DEI Group, JESA Dairy Farm, Mastercard Uganda, Multichoice Uganda–DStv/GOtv, UNICEF, IFC, Ugachick, World Health Organization, Monitor Publications, etc

Achievement:

- Exceeded department targets by achieving more than 130% of the set revenues in 2021/22
- Earned 90% customer satisfaction in the customer feedback survey exercise
- Led the pitch strategies in bringing in new businesses from Uganda Breweries Limited – Premium Beer retainer accounts (**Guinness, Tusker Malt and Tusker Lite**), and the campaigns were executed regionally
- Led the pitch strategy to position Postbank as tier one commercial bank in Uganda
- Successfully managed and led a team of six members (manager)
- Developed a communication plan that won UDB Retainer Account
- Developed strategic communication plan for DEI Group Retainer Account Uganda
- Worked on a strategic communication plan for d.light solar Uganda

November 2015 – September 2019

Maad Advertising Limited

Business Unit Manager

Responsibilities:

- Strategic builds and initiatives – generating consumer insights and developing communication plans
- Project Management from inception to implementation
- Handling multiple clients such as Uganda Breweries Limited, Unilever, Movit Products Limited, Roofings Group Uganda, Feed The Future, KCB Bank Uganda, JESA Dairy Farm, Ugachick, GOtv Uganda, Monitor Publications, AAR Insurance, Electricity Regulatory Authority etc
- Day-to-day running of the Accounts including Weekly Status Reports, Contact Reports, and all subsequent follow-ups inter-department.
- Direct interface between the Agency and Clients
- Costing and documentation processing
- Weekly client meetings
- Inter-Departmental Liaison within the Agency
- Timesheets compilation & collation for all Team members involved in Retainer-based projects

Achievement

- Developed a strategic pilot project plan for Unilever Aromat product – Kangamu ne Aromat
- Developed a communication plan that won Roofings Group Uganda Pitch – Retainer Fee for 6 months

- Developed strategic communication plan for Unilever, Sunlight washing detergent project campaign for 6 months
- Lead to new business opportunities – Vaseline, Climb Up Flavoured Milk, ERA etc

November 2010 - 2015

Scanad Advertising Uganda Limited

Account Management

Responsibilities:

- Direct interface between the Agency and Clients
- Handling multiple clients such as HCP - Family Planning, CHCT/HIV - Know Together Campaign, Hima/Bamburi Cement (Regional), Warid Telecom Uganda, Barclays Bank, Uganda Insurers Association, Insurance Regulatory Authority, UAP, NTV, Unilever Uganda, East African Breweries Limited, Clinton Health Access Initiative (CHAI), Roofings Group among others
- Day-to-day running of the Accounts including Weekly Status Reports, Contact Reports, and all subsequent follow-ups inter-department
- Costing and documentation processing
- Weekly client meetings
- Inter-Departmental Liaison within the Agency
- Timesheets compilation & collation for all Team members involved in Retainer-based projects
- Project Management from inception to implementation

Achievements:

- Played key part in the positioning of Roofings Group as a super brand in 2013
- Played key part in enhancing Unilever's Market share in 2014
- Coordinated and successfully implemented 1st phase Hima & Bamburi (La Farge) Cement new thematic, which had an immediate impact on sales initiatives
- Played a role in successfully positioning Warid Telecom as Uganda's most affordable network
- Have been part of the team that has overseen Barclays Bank campaigns and brand positioning
- Played a role in carrying out research and re-branding Uganda Insurance Commission
- Coordinated and successfully managed to drive HCP programmes such as Family Planning, HIV and Malaria campaigns, liaising with the Agency in delivery, monitoring Media and organising seminars
- Played a role in the Launch of the CHCT/HIV - Know Together (couple testing) Campaign that is still memorable.

Awards:

- **Bronze Loerie 2014 – Media Innovation Single – Roofings Razor Wires (BOX)**

May – October 2010

Hima Cement

Marketing Assistant

Responsibilities:

- Coordinate with marketing groups to facilitate functions
- Provide status reports to management
- Maintain electronic filing systems.
- Set up and coordinate meetings
- Support staff in assigned projects

2008 – 2009 **Health Communication Partnership HCP under GOLD Programme**

Intern**Achievement**

- Enrolled as an intern in the GOLD programme at HCP going through a series of Seminars on Leadership and Professional Development & Communication skills, was attached to Scanad Uganda Limited where i became enrolled as a permanent Staff.

Referees**Barbara Kanyana Braka**

Project Brand & Name Change
Absa Bank Uganda Limited
Hannington Road, Kampala

Cell phone number:
+256 759 779 945

Diana Komukama

Head of Marketing
KCB Bank Uganda
P.O Box 7399,
Kampala, Uganda
Cell phone number:
+256 702 042 579

Oliver Lalani

Executive Director
Roofings Group Ltd
P.O Box 7169
Cell phone number:
+256 772 744 109