



# LINA R MUSHI

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## PROFESSIONAL SUMMARY

Detail-oriented team player with strong organizational skills. Ability to handle multiple projects simultaneously with a high degree of accuracy. Willing to take on added responsibilities to meet team goals.

## SKILLS

- Client Consultations
- Enterprise Sales
- Analytics
- Social Media Digital Marketing
- Direct Email Campaigns
- Effective Project Management
- Marketing and Sales
- Recruitment and Team
- Development
- Contract Review
- Proposal Writing

## WORK HISTORY

### BUSINESS DEVELOPMENT EXECUTIVE 05/2022 to CURRENT

#### Softmed Company Limited | Arusha, Tanzania

- Identifying new market opportunities via market research and initiating contract with partners
- Analyzing sales reports, and providing strategies to Trim overhead and increase profit
- Collaborating with company executives to determine most viable, cost-effective approach to pursue new business opportunities
- Setting goals for business development team and developing strategies to meet those goals
- Attending conferences and industry events

### MARKETING MANAGER

03/2019 to 02/2022

#### Edstates Africa Tours and Travel | Arusha, Tanzania

- Developed and implemented tourism telemarketing ,working closely with hotels, restaurants and country's attractions which boosted company's reputation
- Produced promotional material and displays, prepare reports and making presentations
- Maintained relationships with clients by providing support,information,and guidance;researching and recommending new opportunities; recommending profit and service improvements
- Designed,developed and conducted familiarization tours for local and international tourists to various destinations in the country
- Sold flight tickets to clients via GDS system

### SALES ASSOCIATE

08/2020 to 08/2020

#### Irvine's Tanzania Ltd | Dar es salaam, Tanzania

- Trained and served as peer coach for new sales associates
- Welcoming customers to store and answering their queries

- Educated customers about company products and services
- Teamed up with supervisors to ensure proper customer service

## SALES ASSISTANT

10/2017 to 02/2019

### King's Enterprises | Kilimanjaro, Tanzania

- Referred customers to various services by evaluating needs and providing recommendations
- Built relationships with customers and community to promote long term business growth
- Worked with sales team to collaboratively reach targets, consistently meeting or exceeding personal quotas
- Tracked, measured and reported on trends for sales team analysis and decision making.

## SALES ASSOCIATE

07/2017 to 07/2017

### Creation Lamis | Dar Es Salaam, Tanzania

- Provided positive first impressions to welcome existing, new and potential customers
- Increased sales by offering advice on purchases and promoting additional products
- Solved customer challenges by offering relevant products and services
- Engaged with customers to effectively build rapport and lasting relationships.

## EDUCATION

### Bachelor of Commerce | Marketing

11/2017

### University of Dar Es Salaam, Dar Es Salaam

### Weruweru Girl's Secondary School, Kilimanjaro

05/2014

Economics, Commerce And Accounting

### Business Studies

11/2011

### Kibosho Girl's Secondary School, Kilimanjaro

## PERSONAL INFORMATION

Date of Birth: 08th January 1994

Place of Birth: Kilimanjaro, Tanzania.

Sex: Female

Nationality: Tanzanian

## REFERENCE

- Mr. Sunday A. Morabu Managing Director Softmed Company Limited  
+255 613 011131 Sunday.morabu@softmed.co.tz
- Ms. Magreth L. Meitivoi Executive Director Edstates Africa Tours & Travel +255 685 505768 magrethmeitivoi8@gmail.com
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