

JANETH JOHN MASSAWE

 Female  16th January 2000  janethjommassawe@gmail.com

 +255694301920  Ubungu, Dar es Salaam

SUMMARY

Highly motivated and detail oriented in providing innovative solutions to complex challenges and exceeding customer expectations, where I completed a bachelor degree in Marketing and Public Relations. Focused on quality satisfactions, looking for a position at your organization where I can utilize my marketing skills to build strong career with further developing career.

SKILLS

Soft skills: Communication, Problem solving, Leadership, Strategic thinking, Networking.

Technical skills: Sales Techniques, Customer Relationship Management, Presentation Skills, Computer Literacy - Microsoft Office Suite (Excel, Word), Social Media Marketing, Marketing Research.

LANGUAGE

Swahili and English

REFEREES

- Dr. Deus Shatta
National Institute of Transport
Head of Business Department
+255713323370
- Mr. Bundala Kate
National Institute of Transport
Research and Field Supervisor
+255713715750

DECLARATION

I have hereby to certify that the information provided in this document is correct upon my knowledge, describing my qualification and me.

EDUCATION

National Institute of Transport, Tanzania

Bachelor Degree in Marketing and Public Relations
From 2020 - 2023

Weruweru Secondary School

Advance Level Education
From 2018 - 2020

Nsoo Secondary School

Ordinary Level Education
From 2014 - 2017

WORK EXPERIENCE

KIGOMA MUNICIPAL, Kigoma

Marketing Officer

July 2022 - October 2022

- To maintain a consistent brand image for the municipality across all communication platforms.
- To conduct research to understand community needs, preferences, and feedback.
- Handling public relations activities, including crisis communication to maintain and enhance the municipality's reputation.
- Promoting municipal events and programs, ensuring high attendance and community participation.

MARRIOTT HOTEL, Dar es Salaam, Field Trainee

Marketing Officer

July 2021 - October 2021

- To conduct research to understand market trends, customer preferences, and competitor activities.
- To promote events and special packages offered by the hotel, such as weddings, conferences, and holiday packages.
- To create comprehensive marketing plans and strategies to attract guests, including identifying target markets and setting marketing goals.