

CURRICULUM VITAE

Hastings Kennedy Kabaji

PERSONAL DETAILS

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CAREER PROFILE

I am a Forward-thinking Individual with a deep understanding of sales and marketing and business as a whole. I am a critical thinker, Decisive, and hardworking leader skilled in making proactive, insightful updates to policies and procedures that aid Organizational growth. Am Proactive and enterprising with an understanding of effective budgetary planning, contract negotiation, and process optimization. I have a proven ability to apply product expertise to expand business and cement high-value client relationships. I am a versatile Individual experienced in working on key business needs, including strategic planning, promotional activities, KPI, and human resources. Lastly, through my years of experience, I am accustomed to stepping into different roles every day to enable business operations to evolve and meet changing demands.

CAREER OBJECTIVE

To be part of a results-oriented organization that offers opportunity for career advancement, proactive thinking and initiatives for professionalism and team work enhancement.

SKILLS

Decision making, leadership skills, time management skills, marketing planning skills, market research skills, marketing skills, MS Office, negotiating skills, problem solving skills, sales development skills, strategic planning, vendor management and many more.

ACADEMIC AND PROFESSIONAL QUALIFICATIONS

AREA OF LEARNING	INSTITUTION	YEAR
Masters student (Ongoing)- MBA	University of Suffolk	2022
Bachelor of Arts Political science, Public Administration and, sociology)	The University of Nairobi	2011-2015
Kenya Certificate of Secondary Education	St Francis Xavier School	2009
	Vihiga High school	2003-2007
Kenya certificate of primary education	Shikoti Mixed Primary School	1998-2003

WORK EXPERIENCE

From	2018-11	To:	To-date	Employer:	Electronhub- (Oppo Smartphone Company), Eldoret	Role:	Regional Sales Manager
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Main responsibilities

- Exceeding targets by building, directing and motivating high-performing sales team. It is within my tenure as a Regional Manager that Oppo North rift Region sale out grew exponentially with the region having expanded to include areas like Kapenguria, Kitale, Bungoma, Webuye Lodwar, Kakuma, Kabarnet and Marigat.
- Coaching sales associates in product specifications, sales incentives and selling techniques, significantly increasing customer satisfaction ratings..
- Exceeding revenue targets. .It is within my time that North rift region value grew to the second best country wide when calculated within the G.F.K statistics.
- Achieving regional sales goals by completing audits, resolving problems, training staff members and completing action plans.
- Effectively recruiting and hiring highly talented individuals bringing exceptional skills and expertise to sales team.
- Maintaining long-term customer relationships to consistently increase sales.
- Enforcing quality of products, service and customer support, ensuring comportment with cultural idiosyncrasies.
- Holding weekly meetings with the team to identify techniques to overcome sales obstacles.
- Understanding and capitalizing on industry trends to shape and enhance value-added solutions and strategies for new market developments.
- Meeting with the CEO on monthly basis to answer questions, resolve issues and identify new strategies.
- Supporting management by monitoring sales and devising progressive reports to improve corrective action planning.

Attracting new clientele and developed customer relationships by hosting product-focused events.							
From	2017-08	To:	2018-10	Employer:	Advan Mobile Company Ltd (OPPO Westlands Region)	Role:	Team leader and Supervisor
Main responsibilities - General/overall management of employees and the team at large - Promoting brand visibility through negotiating signage deals. - Growing the dealer base and Maintaining coexistence between the company and the respective dealers. - Managing all sales activities, allocating tasks and overseeing the implementation - Offering advisory information on how to improve the sales through market research and analysis. - Drawing sales and marketing plans for the project. Within this period I was able to improve my team to greater heights.							
From	2016-02	To:	2017-08	Employer:	Ants Mobile Company (OPPO Westlands Region)	Role:	Sales Representative
Main responsibilities - Establishing new markets for Oppo smart phone sales through sealing deals with dealers ready to work with us. - Ensuring a well-coordinated payment system to prevent deficiencies in stocks in the shops. - Managing at team of promoters at respective dealer shops. - Market research and analysis. As a team player, I was able to grow Oppo's Kiambu county market by the local Phone Dealers and convincing them to stock our products. I built a Dealer-Company relationship and Out of 52 dealers I was able to convince , 44 were able to stock our products through our support. I was also able to promote our devices among various co-operates within Thika and Kiambu Towns. Proactively managed client correspondence and recorded all tracking and communications. Drove business development through proactive networking and relationship-building strengths							

From	2015-03	To:	2016-02	Employer:	Ants Mobile Company Ltd, Nairobi (OPPO Westlands Region)	Role:	Brand Ambassador (Promoter)
Main responsibilities - Promoting the sale of Oppo smart phones in the different shops I was stationed in. - Writing reports and relaying feedback to the company about market trends. - This period the company was very young in the market but I worked effortlessly to ensure that we captured a small but substantial market share though promoting sales of Oppo phones in the shop/outlet I was located in. - Provided sales consultations on functional and stylistic benefits of each custom product. Fostered close-nit relationships with customers to uncover and meet specific goals.							
From	2013-05	To:	2013-07	Employer:	Capital FM-Events C ordination	Role:	Immediate Supervisor
Main responsibilities I was an immediate supervisor in the Safaricom Diabetes walk project (Capital FM being the managers of the project) Duties being: Drawing sales and marketing plans for the project Developing and delivering engaging sales presentations to convey product benefits. Driving business development through proactive networking and relationship-building strengths							
From	2013-02	To:	2013-04	Employer:	<i>Amref- Volunteers program</i>	Role:	Supervisor
Participated Amref project dubbed, 'Stand up for African mothers', which was aimed at initiating support and training African mid - wives to reduce the child mortality rate in Africa Still at Amref Participated in the sensitization plan called 'Beyond zero', a campaign meant to provide free healthcare for women.							

ACCOMPLISHMENTS

- I have been awarded 4 times award for best Regional sales manager in Q1 2024, Q2 2024, Q3 AND Q2 2023, Q1 AND Q4 2022
- Was Promoted to Regional Sales Manager after 3 successful years in the sales department and in so doing, Supervised team of 80 staff members on the vast North rift region. Having divided the region to 5 manageable units, with every area having a sales rep as a supervisor on ground..
- Spearheaded development of Oppo brand localization program which was a program that involved branding small towns like Kapsabet, Kimilili, Chwele, Marigat, Kabarnet and giving dealer support to help Oppo the models sell more by giving them in shop branding, glass counters, light boxes and provision of stocks to dealers who had difficulties to sell, as well providing personnel to ease the process of sale.
- Used Microsoft Excel to develop inventory tracking spreadsheets. Collaborated with team of sales reps in the development of the local stocking policy. This policy helped dealers in stocking of Oppo phones without necessarily buying them from Nairobi rather, buying them locally.
- Collaborated with the sales reps to ensure all markets had key branding spaces. This project was dubbed- Brand an area, we were able to increase the number of signboards from 34 to 82 The number of billboards increased to 10 from the conventional 2.
- Resolved product issue through introduction of a consumer service number at the office as well as a complaints suggestion book which helped us improve on our service delivery.
- Created a regional-wide, comprehensive training program for all Small shops (NPS) as well as shops without promoters with an aim of teaching and imparting push sale skills and expertise to aid in push for more sales for Oppo.

REFEREES

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