



David Mutisya Sila

P.O.BOX 39 Igwamiti Nyahururu.
0714162118 | davsilaz@gmail.com

Objective

Sales professional with 5+ years experience in lead generation and lead qualification, proven customer service, and communication skills to effectively fill the Sales Associate role in your company.

Experience

- TWIGA FOODS LTD** Nov 2019 - OCT 2023
Trade Development Representative
 - Trade development and product promotion through out the channels.
 - New account activation in the market to increase revenue growth.
 - Business growth through regular visits to the customers.
 - Solving and handling objections in the market for better customer experience and retention.
 - Report writing for approval by the sales manager and team lead
 - Attained growth of 6% in revenue growth within a period of 4 months and market expansion.
- MUSTY DISTRIBUTION LIMITED** 2018 - 2019 October
Sales Representative
 - Sales and promotions of lato milk products to retail, account and horeca.
 - New account opening in the market to increase revenue generation.
 - Relationship management through regular visits to customers and friendly communication.
 - Problem solving in the market to ensure continuous customer retention.
 - Negotiated on sale deal and closing deal on pipeline.
 - Awarded best sale rep for increasing market share on new product in the market.

Education

- Zetech University** 2015
Diploma in Marketing management.
Credit

Skills

- Organizational skills Communication skills Problem-solving skill Time management skills Product knowledge Interpersonal skills Team leadership skill

Achievements & Awards

- Awarded best sales representative for achieving 10% growth within 4 months on new product.

Reference

- Jeremiah Mwai - Twiga Foods Limited**
Territory sales manager
Jeremiah.mwai@twiga.com
0711500928
- Elizabeth Kiruthu - Musty Distribution Limited**
Sales manager
elizabethkiruthu@gmail.com
0720702651

NATIONAL POLICE SERVICE

**DIRECTORATE OF CRIMINAL INVESTIGATIONS**

DIRECTORATE OF CRIMINAL INVESTIGATIONS HEADQUARTERS
P.O. Box 30036-00100 GPO
NAIROBI, KENYA

Ref. No. **PCC-67T6WM6Q**Date. **16 February 2023****POLICE CLEARANCE CERTIFICATE***I hereby certify that the fingerprints recorded from***DAVID MUTISYA SILA**

holder of ID No. **28702699** have been searched in Criminal Records Office's database with/without previous record. The validity of the information on this certificate is as of the date of issue.

REMARKS IN CASE OF PREVIOUS RECORDOFFENCE(S): **NIL**RESULTS OF TRIAL: **NIL**DATE: **NIL*****This Certificate has been issued without any alteration or any erasure*****(P.M. Onyango)**

*For: Director, Directorate of Criminal Investigations
(P.T.O)*

NOTE: This is a computer generated certificate. To verify the authenticity of this document,
use the link <http://dci.ecitizen.go.ke/verify>,
send DCI to 21546 Then Dial *5124* and select "Police Clearance"



ZETECH
UNIVERSITY

Certificate Number/16

1280

This is to certify that

Sila Mutisya David

*having satisfied all the requirements
for the award of the Diploma in*

**MARKETING MANAGEMENT
(CREDIT)**

*was awarded this Diploma at a congregation
held at this University
on Twenty Fifth Day of November
in the year
Two Thousand and Sixteen*


Vice Chancellor




Registrar
(Academic Affairs)

29th March 2023,

TO WHOM IT MAY CONCERN

Dear Sir/Madam,

RE: LETTER OF RECOMMENDATION – DAVID SILA

This letter of recommendation refers.

I highly recommend David Sila as a candidate for employment. David was employed by Twiga as a Trade developer from June 2019 to October 2022. He was responsible for order generation, customer acquisition, relationship management and account development.

David has excellent communication skills, in addition, He is honest, dependable, and incredibly hardworking.

David is flexible and willing to work on any project that is assigned to him. He is always ready to assist in other areas of company operations.

David has my highest recommendation for this position. I have no doubt that he will make a great addition to your team. Please feel free to contact me if you have questions regarding her candidacy or past work.

Yours Faithfully

Jeremiah Mwai.

Territory Manager, Nairobi

0711500928



P.O. Box 38714 - 00100
3rd Floor, 8 Riverside
Riverside Drive,
Nairobi - Kenya

info@twiga.ke

www.twiga.ke