

GRACA TSHUMA

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SUMMARY

- Results-driven sales executive and marketing specialist with over 3 years of experience in driving business growth, developing impactful marketing strategies, and building strong client relationships.
- Proven success in increasing revenue, enhancing brand visibility, and expanding customer bases.
- Skilled in leveraging analytical insights to optimize campaigns and achieve organizational goals.

KEY ACHIEVEMENTS

- Boosted sales revenue by 36% within 8 months through targeted strategies and relationship building.
- Enhanced brand awareness by 49% via impactful marketing campaigns and strategic social media management.
- Generated 5 new leads and secured 8 new customers through innovative marketing campaigns.

EDUCATION

ALX_Africa – Online

Virtual Assistant Certificate

In Progress

National Senior Certificate

Africa International Pvt School

January 2013 – November 2014

Ordinary Level Certificate

Gwanda High School

January 2009 – November 2012

WORK EXPERIENCE

Retail Sales Associate

All Season Liquor Stores

July 2022 – October 2024

- Processed sales transactions efficiently and managed returns/exchanges to ensure customer satisfaction.
- Resolved customer complaints promptly, providing solutions to enhance the customer experience.
- Maintained up-to-date knowledge of sales, promotions, and company events.
- Accurately handled cash responsibilities and payment processing.

Sales Executive

Consulate Constellation

July 2018 – November 2021

- Developed and executed targeted sales strategies, resulting in a **36% increase in sales revenue over 8 months**.
- Built and sustained strong client relationships by addressing needs and providing tailored solutions.
- Collaborated with cross-functional teams to launch successful marketing campaigns and promotions.
- Consistently met or exceeded monthly sales targets, contributing to overall company growth.

Marketing Specialist

Vodacom Buea

April 2015 – January 2018

- Designed and implemented comprehensive marketing strategies to boost brand awareness and generate leads.
- Successfully managed social media and email marketing campaigns, driving engagement and conversions.
- Conducted market research and data analysis to inform decision-making and refine marketing initiatives.
- Collaborated with the sales team to develop sales enablement tools that improved team performance.

CORE COMPETENCIES

- Team collaboration and leadership

- Time management and organization
- Strategy development and execution
- Client relationship management
- Campaign creation and optimization

TECHNICAL SKILLS

- Social media marketing and management
 - Email marketing automation
 - Content creation and copywriting
 - Data analysis and reporting
 - Microsoft Office Suite (Word, Excel, PowerPoint)
 - Google Workspace (Docs, Sheets, Calendar)
 - Calendly
 - Slack
 - Zoom for collaboration and scheduling
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