

# DAVID TIMOTHY KIMARIO

PUBLIC RELATIONS & MARKETING OFFICER

MOBILE +97451744983

Email: davidkimario68@gmail.com

Visa status: Transferable



## **EDUCATION:**

Bachelor's degree in public relations and marketing.  
St. Augustine University of Tanzania.

## **SKILLS:**

Networking & Interpersonal skills  
Communication  
Decision-Making  
Problem-solving  
Negotiation.  
Microsoft office application  
Multitasking  
Digital marketing  
Event planning and management  
Crisis management  
Creativity & Initiative, Ability to work under target and field-based conditions

## **EXPERTISE**

I am a diligent and committed hard worker, always ready to take on responsibilities. Proficient in effective time management and logical decision-making. Possess excellent communication skills. Demonstrated capacity to motivate, lead, and boost team morale. Ability to work both

## **PROFILE:**

I am a highly motivated Public Relations and Marketing Officer with 8+ years of experience with cross-industry professional, showcasing exceptional marketing, sales, project management, leadership, and event planning skills. Proven ability to enhance brand visibility, drive customer engagement, and increase revenue through integrated marketing campaigns, media relations, and customer-focused strategies. Skilled in market analysis, content creation, digital marketing, and stakeholder management, with a strong track record of aligning marketing efforts with business objectives. A proactive team player who thrives in fast-paced, time-sensitive environments, consistently meeting targets and driving operational efficiency. Eager to contribute to a growing company, leveraging my experience to foster mutual success.

## **EXPERIENCE:**

### **Construction Chemicals LTD.**

Tanzania,

03/2021 to 01/2026

### **Position: Sales and Marketing Executive.**

Duties & Responsibilities:

- Drove B2B and B2C sales by identifying and developing new business opportunities with contractors, corporate clients, and retail partners, leveraging over 7 years of experience in sales, marketing, and operations.
- Built and managed strong client relationships, resulting in increased repeat business and long-term partnerships across diverse customer segments.
- Conducted client's needs assessments and delivered tailored product solutions, demonstrating strong consultative selling and problem-solving skills.
- Executed targeted marketing campaigns and promotional activities that improved brand visibility and customer engagement
- Negotiated pricing, prepared quotations, and successfully closed deals to consistently meet and exceed sales targets.
- Coordinated closely with operations and logistics teams to ensure timely delivery and high customer satisfaction.
- Monitored market trends and competitor activities to adjust sales strategies and maintain a competitive advantage.
- Delivered product presentations and training sessions, translating complex product features into clear customer benefits.
- Maintained accurate sales records, pipeline tracking, and performance reports to support forecasting and strategic planning.
- Optimized lead generation funnels, converting online inquiries into actual sales through structured follow-up and CRM tracking
- Planned and executed digital marketing campaigns across platforms such as Facebook, Instagram, and LinkedIn to generate leads.

# DAVID TIMOTHY KIMARIO

PUBLIC RELATIONS & MARKETING OFFICER

MOBILE +97451744983

Email: davidkimario68@gmail.com

Visa status: Transferable

independently and collaboratively as part of a team.

A fast learner, adapting

quickly to new challenges.

Able to work efficiently under pressure with minimal supervision

## **LANGUAGE**

English

## **DATE OF BIRTH**

15 March.1990

## **MARITAL STATUS**

Single

## **EXPERIENCE**

### **HALOTEL**

Tanzania,

Daressalaam

Position: Marketing Executive

04/ 2017 to 02/ 2021

Duties & Responsibilities

- Developed and executed field and digital marketing campaigns to promote SIM cards, data bundles, voice packages, and mobile financial services.
- Identified and penetrated new market segments through door-to-door sales, activations, and strategic location targeting (high-traffic areas, businesses, and communities).
- Collaborated with sales teams to drive customer acquisition and meet monthly revenue and subscriber targets.
- Managed and expanded distribution channels including agents, retailers, and street vendors to increase product availability and visibility.
- Conducted market research and competitor analysis to adjust pricing strategies, promotions, and campaign messaging.
- Organized and executed brand activations, roadshows, and promotional events to increase brand awareness and customer engagement.
- Tracked campaign performance using KPIs such as customer acquisition cost, conversion rates, ARPU (Average Revenue Per User), and churn rate.
- Created localized marketing strategies based on customer behavior, regional demand, and usage patterns.
- Provided after-sales support and customer education on product usage, mobile data services, and mobile money platforms.
- Coordinated with internal teams (sales, customer service, technical) to ensure seamless service delivery and customer satisfaction

## **EXPERIENCE:**

### **THE MARIDADI HOTEL.**

Tanzania,

Kilimanjaro.

03/2014 to 01/2017

Position: Marketing Coordinator.

Duties & Responsibilities:

- Develop and Implement Marketing Strategies, create comprehensive marketing plans to promote the hotel's services and facilities. Identify target markets and develop campaigns to attract guests, including tourists, business travelers, and local visitors.
- Brand Management Maintain and enhance the hotel's brand image and reputation.

# DAVID TIMOTHY KIMARIO

PUBLIC RELATIONS & MARKETING OFFICER

MOBILE +97451744983

Email: [davidkimario68@gmail.com](mailto:davidkimario68@gmail.com)

Visa status: Transferable

- Digital Marketing and Social Media Management Manage the hotel's online presence, including social media platforms (Facebook, Instagram, Twitter, etc)
- Advertising and Promotions Plan and execute advertising campaigns, including online ads, print media, and partnerships. Organize promotional events, special offers, and packages to boost occupancy.
- Coordination with Sales and Operation Collaborate with the sales team to develop packages and offers. Work with the operations team to ensure customer experience aligns with marketing promises.
- Customer Relationship Management Engage with guests through feedback and reviews to enhance customer satisfaction. Develop loyalty programs and initiatives to retain returning guests.
- Event Planning and Management Assist in organizing events, conferences, and weddings hosted at the hotel. Promote events through appropriate channels to maximize attendance.
- Reporting and Budget Management, Prepare regular reports on marketing activities and their outcomes. Manage marketing budgets and ensure cost-effective campaigns.
- Compliance and Ethical Standards Ensure all marketing activities comply with local laws and hotel policies.