

KAMIHELA NG'OMBE

PROFILE

I am a Marketer, Project Manager, Data Analyst, and Customer Value Specialist with extensive experience in the commercial field who specializes in problem solving with 10+ years in supervisory and leadership positions in Sales and Marketing. I am a fast and adept learner, quick to adopt new technologies, and have a track record of being an essential part of the management team, instrumental in providing effective solutions that produce immediate impact, and contribute positively to my establishments' long-term success. Additional skills include Business Analytics, Digital Marketing, Salesforce Marketing Cloud Administration, Power BI Administration, & Web Application Development backed by experience and training in respective disciplines

KEY SKILLS

- Budget management
- Business Analysis & forecasting
- Sales Strategy Development
- Business Growth Leadership
- Distribution Channel Optimization
- Sales Planning & Forecasting
- Stakeholder Engagement

ACTIVITIES AND INTERESTS

- Graphic and Web Design/Development (specializing in CSS, JS, MySQL, & PHP)
- Reading, fiction and non-fiction
- Farming
- Travel and Sightseeing
- Great food
- Boxing

WORK EXPERIENCE

Customer Value Specialist

MultiChoice Malawi | Blantyre (Aug 2022 – Present)

- ❖ Business Analytics and Market research, forecasting business activities, thus supporting Business Growth.
- ❖ Identifying Market Trends, Consumer Behavior & profiling, and establishing Insights supporting business activities
- ❖ Implementation of loyalty programs and rewards schemes in-market
- ❖ Strategic Business Planning involving the Development and execution of campaigns oriented to cross-sell and improve Customer Active Days and quality of Customer Base.
- ❖ Ensure appropriate resource allocation within the Customer Value Management to achieve mid and long-term Business Objectives

Projects Manager

MultiChoice Malawi | Blantyre (Feb 2020 - Aug 2022)

- ❖ Primary focus on cross selling of products, mainly targeting the "90 Day Active" subscriber base, Customer Retention Management, and Value Addition
- ❖ Measure project performance using appropriate tools and techniques, while performing risk management to minimize project risks
- ❖ Execution and monitoring of Targeted Customer Retention Campaigns.

Sales and Distribution Manager

MultiChoice Malawi | Blantyre & Lilongwe (Dec 2017 - Feb 2020)

- ❖ Development of campaigns for subscription and hardware sales for both GOTv and DStv Brands
- ❖ Managing Points of Sales through partnerships and bundling complimentary services and products
- ❖ Developing and managing Direct Sales Force Teams in assigned territorial zones through appointed Team Leaders to achieve set targets, driving revenue growth and operational efficiency

WORK EXPERIENCE CNT'D

Account Relationship Manager - Corporate Banking Sales

FDH Bank Limited | Lilongwe (*Jun 2017 - Dec 2017*)

- ❖ Customer Acquisition, Deposit Mobilization, Loan Management, and Sales and Relationship Management for Corporates, Government Entities, and Non-Government Organization (NGO's) portfolios

Marketing Manager

FDH Financial Holdings Limited | Blantyre (*Jun 2016 - Jun 2017*)

- ❖ Manage and execute Brand activities for FDH Group and respective Business Units
- ❖ Communication and Advertising execution, supporting the Public Relations/Corporate Affairs function
- ❖ Overseeing Design and Production of all brand materials and digital presence
- ❖ Identify, understand and exploit new and existing relevant media channels
- ❖ Implement all consumer promotions in the market per assigned portfolio

Marketing Executive

FDH Financial Holdings Limited | Blantyre (*May 2012 - Jun 2016*)

- ❖ Public Relations, Media Channel Monitoring, and Advertising Management (Digital and Print Media)
- ❖ Execution of agreed brand awareness campaigns for FDH Group and respective Business Units
- ❖ Produce quarterly journals on Communications Campaigns for FDH Group and respective Business Units
- ❖ Website management and Social Media Management for FDH Group website
- ❖ Performing Market Research, both Primary and Secondary researches
- ❖ Secretary in Corporate Social Responsibility Committee - FDH Group

Marketing and Sales Executive

Medical Aid Society of Malawi (MASM) | Blantyre (*Mar 2011 - May 2012*)

- ❖ Sales and Customer Relationship Management (B2B and B2C Clients)
- ❖ Public Relations and Media Management
- ❖ Sourcing and Management of Advertising for Print Media and Digital (website & Social Media)
- ❖ Platinum and Super VIP MASM Accounts management

EDUCATION

Microsoft Power BI Data Analyst - 2024

Microsoft

Customer Success: How to Reduce Churn and Increase Retention - 2025

The Complete Web Developer in 2023: Zero to Mastery - 2023-25

The Business Intelligence Analyst - 2022-25

The Complete Digital Marketing Course - 2021

Udemy, Inc - online learning and teaching platform

Certificate in Customer Service Management - 2012

Malawi Confederation of Chambers of Commerce and Industry

Certificate in Marketing Management, Branding, and Strategy Development - 2011

Hill & Stone Consulting Group/TEVET Workshop

Bachelor's Degree in Business Administration

University of Malawi - The Polytechnic, 2007 - 2010

IGCSE Cambridge - "O" Level, 1 A*, 6 B's

Central High Secondary School, 1999 - 2004

REFERENCES

- **Mr. Ernest Tembo**
Chief Finance Officer
NBS Bank PLC
P.O. Box 32251
Chichiri
Blantyre 3
- **Mr. Charles Bello**
Chief Executive Officer
FINCA Malawi
Private Bag 382,
Blantyre
- **Dr. Ulemu Katunga**
Financial Controller/Company Secretary
Medical Aid Society of Malawi (MASM)
P.O. Box 1254
Blantyre
- **Mr. Senzangakhona Nsapato**
Head - Strategy
Airtel Malawi
P.O. Box 57,
Lilongwe