

WINSTON EBOYI

A Self-driven, Creative and Multi-skilled Project Manager

CONTACTS

PHONE: **+254726571772**

EMAIL: wintosh.eboyi4@gmail.com

eboyiwinston@yahoo.com

KEY SKILLS

I am a self-driven, Creative and Multi-skilled Project Manager with diverse Industry exposure who understands Brand DNA. My Skillset comprise of;

- Project Management Consultancy and Training
- Business/Entrepreneurship Coaching and Development
- Brand Management and Promotion
- Sales Marketing and Strategy Writing
- Digital Content Marketing and Communication

I am coming in with a combined industry experience of 10 plus Years that consolidates Brand promotion, Sales, Marketing, Project Management, Trade Marketing (GT & MT) and Business Development. I am tapping on these Networks and Experience collectively to grow your BRAND further.

PROFESSIONAL QUALIFICATION

TWIC BRANDS.....Nov 2021 To date

Trade Marketing Manager FMCG

My previous roles within the sales and Marketing Realm prepared me for this Position. Having progressively worked as a foot soldier, Team Leader and Project Manager on diverse projects both in Brand Promotion activation and Merchandising for outdoor and in_store campaigns.

We are a boutique FMCG (Fast Moving Consumer Goods) agency model. The Product range includes; Food and Beverage, tissue and Hygiene, Cleaning_ Detergents and Hygiene among others. I am in charge of the Go to market route; Nairobi region (Divided into eight routes) I have seventeen direct reports. I work collaboratively with diverse team players combining; Route Leaders/Supervisors, Sales Representatives, Trade Development Representatives, Merchandisers and Brand Promoters Steering General Trade, Modern Trade and Key Accounts.

Overall I am tasked with Brand Plans and Growth; Sets sales target and category expansion. Review market plans. Management of activity and Plan (A&P) budget/funds. Decide on Trade marketing activities (fairs, Promotions, events and road Shows). Manage and control Inventory holdings including

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A Self-driven, Creative and Multi-skilled Project Manager reporting. Develop new and Consolidate existing Relationship with Business partners/suppliers/trade partners. Assist in Preparation and negotiation of proposals for contracts.

AFRISALON CONSULTANTS LIMITED2019 to 2021

Country Circulation Manager

I streamlined the overall business operations and consolidated the products Synergy: Magazine sells, Space/Advertising revenue, Events and Expos. Leveraging on wider and well-targeted circulation strategy that boosted the overall gross sales revenue.

NATION MEDIA GROUP.....2016 to 2018

Sales Supervisor Magazine Distribution Section

My tenure placed the company at a competitive Edge by collaborating exhaustively with my down-line and up-line team, I activated new points of sales and expanded the business preposition of the existing Points of sale that maximized output enormously.

SNACKY FOODS.....2014 to 2015

Trade Development Representative

With Increased Trade Marketing activities upped with introduction of direct selling I managed to achieve and surpass set targets on acquisition of new subscriptions.

GOLDEN MARKETING2012 to 2013

Sales Executive

Listed and activated new points of sales for our varied Brands and clients on Board. This expanded our Market cover thus creating Value for our wide client base.

RIVERSIDE INTERNATIONAL2010 to 2011

Brand Ambassador

As the face of the company I did Brand Promotion, Activation, Market storms, Merchandising and periodic trade marketing in new markets, Fairs, promos, Events, Exhibitions and Expos.

EDUCATION

2021: **Strathmore University**; BSc Entrepreneurship. Cont.

2016: **Think Young Entrepreneurship School Strathmore Business School**; Enterprise Dev Certificate

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2013: Kenya Institute of Management; Higher Diploma_ Project Management

2011: The Kenya institute Of Management _ School Of Management; Management Certificate

2008: Chavakali School; KCSE B (Plain)

2004: Givudianyi Primary School; KCPE (382/500)

1996: Mago Preparatory School. Early Life Intermediate Learning.

PROJECTS I HAVE WORKED ON

2022: KENHA _ CHINA Estate Construction; Thika Magumu Maintenance and Rehabilitation Road Project

2019: Afrisalon Consultants _ The Annual China Quanzouh hair and Beauty Expo (Sept Yearly)

2017: BizHUB _ And Partners Youth Talent Based Mentorship Initiative

2016: Salon Magazine _ Dubai Hair, Makeup and Beauty Expo (May Annually)

REFFEREES

MR. Boniface Idambo

Managing Director

TWIC BRANDS

Tel: 0722- 278- 449

MR. Mulwa Moses

Head of Marketing

Afrisalon Consultants

Tel: 0720- 023- 302

MISS. Judy Sadia

HR/Admin

KENHA_ Thika_ Magumu Maintenance and Rehabilitation Road Project

Tel: 0714- 342- 354