

CURRICULUM VITAE

Name: KELVIN MUSONDA CHISANGA

Personal Details:

Date of Birth: 16th September 1984
Gender: Male
Nationality: Zambian
Religion: Christian
NRC No: 224306/31/1
Passport No: ZN250820
Marital status: Married

Experienced in growth and innovation strategy, private equity due diligence, market research, sales and advertising, business development, media and communication and basic financial modeling.

Contact Information:

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Kelvin.chisanga@gmail.com

Hobbies:

- ☐ Making friends
- ☐ Traveling
- ☐ Organizing events
- ☐ Singing
- ☐ Writing articles

Personal Attributes:

- ☐ Self-motivated
- ☐ Creative thoughts
- ☐ Able to work under minimum supervision



Computer literacy:

- ☐ Microsoft word, excel, publisher, Photoshop, Coral draw, freehand, PowerPoint and others few to mention.
- ☐ Internets skills and other graphics software.
- ☐ Able to work pastel and related software.

Educational background

Bachelors in Business Administration
Masters of Arts in Project Management
Certificate in computer basic skills
Certificate in Sales and Selling Management - LCCI
Certificate in Advertising LCCI
GCE O Level certificate
Junior GCE certificate
Certificate of Attendance Motivation
Certificate of Attendance in Power Presentation and Corporate Skills
Currently Studying Diploma in Journalism and PR
Currently Studying Bachelors of Art in Economics

Atlantic International University
Cambridge International University
Marshfield Computer-TEVETA
Zambia Institute of management
Zambia institute of management
Mansa Secondary school
Mansa Secondary school
Glen McQuirk-South Africa

South Africa
Evelyn Hone College
ICU – Zambia

Work Experience:***Goman Advertising limited (Year Jan 2005)***

Goman Advertising Limited is a local set up having International attachments with Ogilvy and Mather of Canada in the past years.

Worked with Goman Advertising Limited to promote and strategize the company's brand image and business corporate outlook into various economic prospects.

Position: Sales & Marketing Manager

Duties:

- ☐ Formulating selling strategy on advertising services and creative concepts
- ☐ Liaising with Outdoor advertising firms and create a working synergies with the media
- ☐ Processing sales, conducting orders and prospecting

- ☐ Executing strategic corporate plans and organizational objectives at high level in full agreement with management and board.
- ☐ Attending to the tender meetings, strategize proposal selling and pushing for approvals on the bidding processes from the clients.
- ☐ Conducting marketing research and cost analysis.

Part Time Graphic Designer

Duties:

- ☐ Designing of incoming graphic requirements within the advertising agency with less focus on commercial work.

Column Writer (Part Time)-07/10/06

Wrote a number of educational articles about the importance and impacts of Advertising in the Monitor & Digest paper and this article featured weekly mostly on Tuesdays.

Omni Africa Zambia Limited (Year Jan 2007 - Aug 2008)

Omni Africa was formed in 1995 with its head office in South Africa and branches in Botswana, Malawi, Mozambique, Zambia and Zimbabwe.

The company is broadly into ICT sector, was involved in steering the Sales, advertising and Marketing team in offering of ICT products and Services.

Position: Sales & Marketing Executive

Duties:

- ☐ Formulating Communication strategies and building up with the Marketing of products such as MFP copiers, consist of printing, faxing, scanning and photocopying function in one package.
- ☐ Supporting PR models, marketing and Advertising of new and additional products range
- ☐ Selling contract services-after sales services and represented the CEO on many occasions where he did not have physical presence due to his busy activities.
- ☐ Selling Information Technology products and services

- ❑ Marketing the company's activities and branding positioning.
- ❑ Developing of tailor-made proposals designed for specific projects (strongly skilled in putting up a proposal in writing), well-shaped on bid processes and final preparation.
- ❑ Strategizing of marketing campaigns for different brands and well-vested on product launching.

Zambia Daily Mail Limited (Oct 2008- Dec 2009)

Zambia Daily Mail Daily Limited is a newspaper firm based in Lusaka, Zambia. The company is under fully ownership of the Government of Republic of Zambia and falls under the ministry of broadcasting and information.

Zambia Daily Mail is specialized in disseminating and circulating of news and information covering international and local scene as well as economic events.

Position: Sales Executive

Duties:

- ❑ Administering and strategizing of advertising on classified Adverts and monitoring of sponsored interviews.
- ❑ Handling customer queries and within the limit complaints that presented on the workstation.
- ❑ Liaising with incoming sales work and plan on cost benefit analysis of clients and products.
- ❑ Attending to incoming orders, placing orders from suppliers and processing for the clients.
- ❑ Doing distribution networks, selling on telephone and other models of distribution channels available.
- ❑ Conducting marketing research and imploring cost-benefit analysis models.
- ❑ Circulating the company's product through proper distribution points.

Genesis Office Systems Zambia Limited (Year Oct 2010 – March 2012)

Genesis Office Systems provides quality ICT products, services and solutions.

Genesis Group of Companies are set up in Zambia, Zimbabwe and South Africa; the companies operate from modern offices and reliable workshops in Lusaka, Kitwe, Mansa, Harare, Johannesburg and Cape Town.

Position: Sales & Accounts Manager

Duties:

- ☐ Selling of Information Technology products and services
- ☐ Marketing the company's activities with the right strategies and tactics
- ☐ Attending to the tender meetings and bidding processes of prospective clients, building proposals and executing up to the final required point of destination.
- ☐ Processing sales incoming work and prospecting some more business opportunities
- ☐ ICT Product-benefit Adviser and account manager on client portfolios.

Allterrain Services Group Limited (ATS) - (March 2012 to Aug 2015)

Allterrain Services Group also known as ATS, has a number of projects currently on hand in various parts of African region with footprint in 22 countries within the continent by the time I was engaged with them and has today record shows that they have grown the market share spanning in 28 African countries under the new shareholders from South Africa.

Position: Regional Business Development Officer - Central, East & Southern Africa Region

Duties:

- ☐ Elaborate business development plans, design and implement, processes to support business growth, through customer and market definition points.
- ☐ Facilitate business growth by working together with clients as well as business partners (suppliers, subcontractors, partners, technology providers, etc.).

- Build and maintain high-level contacts with current and prospective customer and other business and project partners.
- Drive prospects through to contract award (including identifying new customers and markets, developing approaches to the market, identifying prospects, proposal preparation, etc.)
- Developing of marketing strategy and sales tactics; manage communication and corporate proposal and sales project tenders.
- Also involved in local management committee in Zambia under the ATS Zambia in-country management and also worked as Business Development Manager for Zambian operations whilst attached at Regional level overseeing four African countries in the Central, East and Southern African.
- Helped pioneered the operations for ATS Zambia in Lusaka and grew this brand in the capital city.

Tsebo (Formerly ATS) - Allterrain Services Group Limited (Aug 2015 to Aug 2016)

Commercial catering, Communications, Site Facilities, Site Design and Facilities Management outfit: whose core business is mainly to supply Catering to Large organizations like Mines and other companies with huge workforce.

ATS has a number of projects currently on hand in various parts of African region with footprint in 28 African countries within this continent.

Position: Business Development Manager

Duties:

- Expend business development plans, design and implement, processes to support business growth, through customer and market definition points.
- Assist business growth by working together the internal stakeholders with clients as well as business partners (suppliers, subcontractors, partners, technology providers, etc.).
- Built in-country marketing strategy for the brand, built a strong brand equity
- Formulated marketing plan and campaign

Omni Africa Zambia Limited (Year 2016 –Nov 2019)

Omni Africa was formed in 1995 with its head office in South Africa and branches in Botswana, Malawi, Mozambique, Zambia and Zimbabwe.

The company is broadly into ICT sector, the job involved was Sales, advertising and Marketing of all ICT products and/or Services as well as software solutions.

Position: Head of Sales and Marketing

Duties:

- ❑ Marketing and promoting of the company's services and products as well as ICT solutions.
- ❑ Build and maintain high-level contacts with current and prospective customer and other business and project partners Selling contract services-after sales services
- ❑ Selling Information Technology products and services.
- ❑ Implementation of strategic and tactical marketing plans.
- ❑ Involved in both top management and networked with directors to ease the flow of information
- ❑ Involving in proposal writing and bid preparation
- ❑ Developing of marketing strategy; manage proposal and tenders.

Money FM Business Radio Zambia Limited (Year Jan 2020- Date)

Money FM Business Radio is bias into offering and supplying of investment, finance and business information and news.

Position: Sales, Marketing & Business Development Manager

Duties:

- ❑ Managing of the company's corporate affairs and support top management structures.

- ❑ Build and sustain high-level contacts with current and prospective customer and other business and project partners Selling contract services-after sales services
- ❑ Develop marketing strategy; manage proposal and tenders.
- ❑ Start of implementation of strategic and tactical plans
- ❑ Involved in both management and directorship corporate planning
- ❑ Business development, strategic planning and product management.

ADHOC / SPOT CONSULTANCY JOBS

- ❑ Assisted in the development of Spenn Marketing Strategy plan, Spenn entered the Zambian market recently and was involved in formulating in-country entry strategy.
- ❑ Conducted Country-wide Agriculture for Energy Geomappings of BIOGAS under Swedish Funded Projects in Conjunction with the World Bank Country representative, a project was supervised by SNV Country Office in Zambia.
- ❑ Formulated and managed an investment forum in 2018 hosted by Elite Event UK, anchored communication strategy and handled all printing and promotion materials.
- ❑ Have managed a number of marketing and Communication Proposals, written several of types of proposals for various Companies and individuals.

Professional Membership

- ❑ Zambia Institute of Marketing – under Affiliate Membership
- ❑ A member of MAP FOR LIFE Motivational group of the South Africa pioneered by Glen McQuirk in East London.
- ❑ An Ordinary Board Member of Parenthood Planned Association of Zambia-(PPAZ)
- ❑ Trading on the Lusaka Stock Exchange, buying and selling Shares.
- ❑ Member of London Chamber of Commerce and Industry – LCCI
- ❑ Member of London Centre of Marketing – LCM

- ☐ Sits on a number of Companies as Board Member of Directors

Abilities and Other Skills

- ☐ Language proficiency: Bemba – local language and English Zambian official language.
- ☐ Communication: Able to interact and communicate with people of all ages and gender
- ☐ Strategy professional with exceptionally strong analytical and quantitative skills.
- ☐ Proven ability to develop, prioritize and implement initiatives that create value.
- ☐ A team player that works well in entrepreneurial/innovative settings, leveraging industry knowledge within the new media, telecoms, media & entertainment and technology industries.
- ☐ Strong interest in marketing, media and communication, business development, corporate strategic planning and product management and positioning.

CV Referees

Mr. Gilbert Hlucwayo Lungu
Country Manager
Cellulant Zambia Limited
Mobile: 00260965686204
Lusaka.

Mr. Isaack Sakala
Tsebo (Allterrain Services Group)
Regional Human Resources Manager
Mobile: 00260 968632593
Email: isaac.sakala@atsgroup.net

Pastor Emmanuel Mambwe
Senior and Lead Pastor
Mount Moriah Christian Centre
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