



Asha Kemigisha Turunuga

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🌐 Asha turunuga

Professional Summary

Reliable and dependable team player with excellent communication and organisational skills. Experienced in conducting comprehensive market research to identify key customer segments and target audiences. Creative marketer willing to think outside the box to secure impressive results.

Skills

- Competitive and trend analysis
- Partnership marketing
- Brand standards creation
- Internet and email marketing
- Digital strategy development
- Social media marketing
- Quantitative and qualitative market research
- Strong time management
- Strategic marketing
- Sales training

Work History

04.2022 - Current

Administrative manager

Mutukula Regional Market LLC - Dubai, UAE

- Initiate market research studies or analyze their findings.
- Develop pricing strategies, balancing firm objectives and customer satisfaction
- Direct and coordinate activities of businesses or departments concerned with the production, pricing, sales, or distribution of products
- Manage staff, preparing work schedules and assigning specific duties
- Direct and coordinate organization's financial and budget activities to fund operations, maximize investments, and increase efficiency
- Determine staffing requirements, and interview, hire and train new employees, or oversee those personnel processes
- Plan and direct activities such as sales promotions, coordinating with other department heads as required
- Determine goods and services to be sold, and set prices and credit terms, based on forecasts of customer demand.

01.2020 - 10.2021

MARKETING MANAGER

Innochem international llc - Ajman, UAE

- Analysed customer data and campaign performance to drive improvements.

- Trained team in content development and project management.
- Explored new marketing and branding partnerships with high-profile clients, enhancing company reach.
- Produced promotional materials with creative copywriting and photo editing skills.
- Led client meetings to scope project goals, reporting and deliverables.
- Conducted market research to better understand key customer segments.

03.2016 - 12.2019

General manager

GulfGate General Trading LLC - Dubai

- Resolved internal staff conflicts to mutual benefits of all parties involved.
- Built and maintained loyal, long-term customer relationships through effective account management.
- Implemented effective customer service procedures to encourage positive feedback.
- Scheduled regular team meetings to discuss business updates, issues and recommendations.
- Monitored and evaluated teams, identifying and targeting opportunities for improvement.
- Managed high-performing teams to deliver quality customer service and stable profits.
- Developed and implemented budgetary and resource allocation plans.

02.2013 - 12.2015

Marketing coordinator

Barkly Trading Company LLC - Dubai, UAE

- Worked collaboratively with vendors to complete projects according to schedule and specifications.
- Conducted market research to refine digital advertising campaigns.
- Coordinated meetings between project members and clients to develop ideas, discuss progress and set goals.
- Produced analytics reports to evaluate campaign performance and customer engagement.
- Delivered top-quality marketing strategy and consultative services with consistently high client satisfaction scores.
- Spearheaded rebranding initiatives to boost brand awareness and realign marketing collateral with client values and mission.
- Maintained updated knowledge of emerging marketing trends and technologies, continuously seeking opportunities to enhance strategies.
- Reduced expenditures by streamlining workflows with marketing automation tools.
- Reviewed and incorporated performance data and client feedback to inform continuous improvement initiatives.

05.2011 - 12.2012

Personal assistant

Interior Design Company LLC - Dubai, UAE

- Attend meetings to record minutes.
- Greet visitors and determine whether they should be given access to specific individuals
- Read and analyze incoming memos, submissions, and reports to determine their significance and plan their distribution
- Perform general office duties, such as ordering supplies, maintaining records management database systems, and performing basic bookkeeping work
- File and retrieve corporate documents, records, and reports

- Open, sort, and distribute incoming correspondence, including faxes and email
- Make travel arrangements for executives.
- Prepare agendas and make arrangements, such as coordinating catering for luncheons, for committee, board, and other meetings
- Coordinate and direct office services, such as records
- Departmental finances, budget preparation, personnel issues, and housekeeping, to aid executives
- Provide clerical support to other departments.
- Manage and maintain executives' schedules.
- Process payroll information.
- Supervise and train other clerical staff and arrange for employee training by scheduling training or organizing training material
- Compile, transcribe, and distribute minutes of meetings.

Education

- 01.2011 Bachelor of Arts, Social worker, Makerere University - Kampala , Uganda working professional with 10+ years of experience and a proven knowledge of customer service, executive support, and operations management. Aiming to leverage my skills to successfully fill the Marketing Manager role at your company.
- 06.2006 A-Levels, Arts, St. Micheal high school - Kampala, Uganda
EDUCATIONEDUCATIONEDUCATIONEDUCATION English- business level speaking, writing and reading Kiswahili-business level speaking writing and reading

Languages

English	C2	Swahili	C2
Proficient		Proficient	