

ZISEKHO NGCALIKAZI GEZA

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Dynamic and detail-oriented area sales representative with expertise in CRM, B2B Sales, Marketing and comprehensive sales experience. Known for delivering top-notch strategic sales and marketing solutions and fostering business growth through effective collaboration and ownership mentality.

EDUCATION

Google Digital Skills Certification | iab.Europe

Certification obtained 2018

N. Diploma in Marketing | Walter Sisulu University

Diploma obtained June 2016

- Distinguished member of WSU Marketing Society
- Relevant coursework: Advanced Sales Management, Marketing Management, Business Communications, Financial Accounting and Statistics

Matric Certification | Indwe High School

Certificate obtained Jan 2011

EXPERIENCE

Area Sales Representative | Illovo Sugar SA | Port Elizabeth, EC

March 2023 – current year

- Managed Key accounts such as Spar, Shield, and Orient Buying Group.
- Grew sugar sales volume margins by 32% in the first year of being in this area, and re-established the brand withing the market by growing market share 28%.
- Managed Smollan regional team and prepared management reports for them as Quarterly feedback on targets and margin expectancies over the 2 year I have been here.
- Collaborated with the marketing team to ensure instore visibility through strategically planned instore branding materials and executing promotions and activations.

Area Sales Representative | Illovo Sugar SA | Mthatha, EC

March 2021 – February 2023

- Grew Market share by 26% over the 2 years and managed 3 Independent buying group.
- Grew Brand awareness through in-depth market activations that reintroduced product uses and highlighted convenient pairing to grow syrup consumption within the Transkei region.
- Increased the number of buying customers by 15% and managed to open over 3 credit lines with customers pulling 34t per month in sugar.

Graduate Sales Representative | Illovo Sugar SA | Mthatha, EC

March 2019 – February 2021

- Sale Negotiation training and excelled in the 2 years by growing my areas volume margins by 38%.
- Managed Smollan Transkei team in merchandising for success by using PSG principles to grow instore market share.
- Increased sugar consumption within my area by collaborating with local buying groups and using community outreach to introduce Illovo and our affordable price range at targeted stores.

Facility Manager | Motion Fitness | Mdantsane, EC

November 2016 – February 2017 | 3 Month Contract

- Managed a team of 10 spread between 4 departments.
- Maintained financial books, tracked expenses and prepared management account monthly to ensure profitability.
- Collaborated with HR in the hiring of staff, staff scheduling to ensure seamless salary payments and weekly banking and petty cash handling.

Local Store Marketing Manager | KFC Baobab | East London, EC

November 2015 – October 2016

- Provide marketing support for 9 KFC store, managing and monitoring print media and social media.
- Prepared Management account for each store Marketing expenditure and tracking marketing sales conversions and instore competitions.
- Manage ADD HOPE FOUNDATION recipient expenditures and ensuring adherence to foundational standards.

SKILLS

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| • CRM Specialist | • Microsoft Office |
| • Cashflow planning & management | • Exceptional communication |
| • Google Workspace | • Fluent in English, isiXhosa and isiZulu. |
| • Digital Marketing and Social Media Copy Writing | • Strong Negotiation Skills |

REFERENCES

Nomfundo Jacobs – Illovo Sugar SA Regional Sales Manager – 083 243 1127

Grant Wheatley – KFC Baobab Khulisani - 043 783 1234 / 082 563 7851

Stephanie Buckley – Illovo Sugar SA HR L&D - 031 508 4300 / 071 890 1807