

# RESUME

**Willy Mwesigwa**

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Marital Status: Married

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SEETA

## **Objective;**

To enhance and grow my career with a highly reputable organization.

## **Experience**

### **1. Engineering Solutions (U) Limited (September 2018-Date)**

#### **Marketing Specialist**

No.1 Distributor of agricultural farm equipment and implements such as Tractors, disc ploughs, harrows, planters, post-harvest handling among others in Uganda.

#### **Responsibilities;**

- ❖ Leads development and implementation of marketing strategies such as after sales services.
- ❖ Executed all events and marketing activities as per the annual marketing plan at an overall score card of 95%.
- ❖ In charge of media relations and ensuring that the company has a good working relationship with key media players.
- ❖ Oversees the brand awareness and ensures that channels and measures are put in place to achieve the brand objectives.
- ❖ Promotes PR campaigns to introduce products and celebrate company successes through digital & mainstream media.
- ❖ Develops and oversees design and production of communication materials such as newsletters, annual reports, documentaries and brand manuals, among

others.

- ❖ In charge of developing campaign messages and dissemination of the same to different media platforms.
- ❖ Coordinates all special events and campaigns for the company's products and services.
- ❖ Communicates regularly to all staff any new developments about the projects.
- ❖ In charge of developing annual marketing and communication budgets
- ❖ Responds to all media inquiries when approached for comments and /or reports
- ❖ Nurtures and develops strategic partnerships with key agencies and ensuring that all planned activities move as planned.

## **2. Fireworks Advertising (U) Limited**

### **Business Development Manager**

**May 2015 to August 2018**

Fireworks Advertising (U) Limited is a specialist Communications firm offering integrated Public Relations, Digital Communications and Experiential Marketing.

### **Key Responsibilities;**

- ❖ Writes and edits press releases for different campaigns and events for the organizations.
- ❖ Keeps an updated media contact list for different sections of the media.
- ❖ In charge of Brand Strategy Development
- ❖ Drafting Talking points and scheduling interviews on behalf of clients.
- ❖ Managing Product launches and liaising with key media personnel's in abid to cover the event.
- ❖ Acted as a spokesperson for the company in all matters that arose from time to time.

- ❖ Involved in media planning for different clients using the targeted channels.
- ❖ Managing and updating digital media content.
- ❖ Participates actively in Public Relations Strategy and execution.
- ❖ Attending status meetings with clients.
- ❖ Writing contact reports.
- ❖ In charge of production of communication messages both for print and broadcast media.
- ❖ Interpreting communication briefs from clients.
- ❖ Managing clients reverts and acting on them accordingly.
- ❖ Overseeing design of annual reports for clients.
- ❖ In charge of media relations and ensuring that clients grow their share of voice through the different image drivers.
- ❖ In charge of campaign visibility through buying media with different media platforms such as mainstream media, digital and Out of Home Advertising

### **3. British American Tobacco, Uganda**

#### **Brand Ambassador (Product Activations) - (January 2010 to April 2015)**

##### **Key Responsibilities:**

- ❖ Sales and marketing of the company's products to attain a greater market share in the competitive market place.
- ❖ Ensuring that there is visibility, availability, merchandising, pricing, product freshness in the enlisted territory.

- ❖ Adhere to a well-defined work programme and route plan as agreed with Area Managers and Trade Marketing Representatives.
- ❖ Ensuring the achievement of planned calls, effective calls and call efficiency.
- ❖ Providing field information and reports on market trends , competitors performance , level of achievement of own strategy and opportunities to ensure area managers are informed at all times .
- ❖ Ensuring that there is visibility of all brands across all channels by deploying and making effective use of Point of Sale materials in strategic channels, and ensure that all retail outlets achieve home sight visibility for our brands.
- ❖ To live company values and ensure the company is exemplified as responsible to ensure that the company continues to enjoy the social license of populace.
- ❖ To provide leadership in the identification of opportunities and weaknesses in the assigned territory and ensure that issues are addressed in good time through adequate planning within the territory.

## **Education**

**Uganda Christian University, Mukono**

**From 2008-2013**

Bachelors of Arts in Mass Communication/Public Relations Major

**Jinja Senior Secondary School**

**From 2005-2007**

**Kiira High School, Jinja**

**From 2001-2004**

**Skills**

- Media Relations
- Trade Marketing
- Brand activations
- Campaign management
- Public Relations planning & Execution
- Communication strategy development
- Brand development
- Social Media management
- Social Behavior Change Communications

**References:****Lagu Godfrey**

Service Manager

Engineering Solutions (U) Limited

0772395312

**Timothy Piwa**

Former Key Accounts and Entertainment Channel Manager,

British American Tobacco, Uganda

0772200251

**Ernest Ssentongo**

Engagement Manager Fireworks Advertising LTD

0792870526