

Professional Profile

- Name :- Tesfaye Gebre
Title:- marketing researcher, sales expert and project analysis
- Experience :- 10 years
- Education:- bachelor of art (BA)

Professional summery

- With a decade of experience in the field of marketing research, sales and project analysis. I bring a wealth of knowledge and expertise to any team or project my educational background in the arts has equipped me with critical thinking skills and a creative approach to problem – solving. I excel at understanding market trends, driving sales strategies and managing projects efficiently to deliver optimal results.

Key Skills

1. Marketing research

- Conducting comprehensive market analysis to identify trends. Opportunities and threats.
- Utilizing both qualitative and quantitative research method.
- Proficient in survey design, focus, groups and data interpretation.
- Experienced using various research tools and software (e.g. SPSS, SAS, Qualtrica)

2. Sales expertise

- Developing and implementing effective sales strategies.
- Analyzing sales data to forecast trends and set realistic targets.
- Building and maintaining strong client relationships
- Training and mentoring sales teams to achieve high performance.

3. Project analysis

- Planning and managing projects from inception completion
- Conducting risk-assessments and creating mitigation strategies.
- Monitoring projects progress and adjusting plans as necessary.
- Utilizing project management tools. E.g. MS project, asana,trello

Detailed Analysis Of Skills

1. Marketing analysis:- skilled in dissecting market environments to pin point potential areas for growth, experience includes competitive analysis, customer segmentation and positioning strategies.
 - Research methods:- proficient in deploying a mix of qualitative (interviews, focus groups) and quantitative (surveys, statically analysis) methods to gather robust data.
 - Data interpretation:- ability to translate complex data sets into actionable insights, guiding strategic decision making.
 - Tools and software:- expertise in leveraging tools like spss for statically analysis qualitricks for survey. Management and tableau for data visualization.
2. Sales expertise
 - Strategy development:- crafting comprehensive sales plans that align with business objective, leveraging market insight to maximize revenue.
 - Data analysis:- utilizing CRM system and sales analytics to track performances forecast trends, and adjust tactics.
 - Clients relations:- proven track record of building strong relationships with clients understanding their needs and delivering tailored solution.
 - Team leadership:- effective at leading sales teams, providing training and setting clear objectives to drive performance.
3. Project analysis
 - Project planning:- adept at creating detail project plans, including time line, budgets, and resource allocation.
 - Risk management conducting through risk assessments to identify potential issues and develop contingency plans.
 - Progress monitoring:- regularly tracking project milestones, ensuring alignment with objectives and marketing necessary adjustments to stay on a track.
 - Project tools:- proficient in using project management software like Ms. Project for detailed planning, asana for task management and trello for visual tracking.
 - Professional experience
 - Tofega import and export company marketing researcher, sales experts, project analyst.
 - 2014 present
 - Led multiple market research projects delivering insights that informed strategic decisions.
 - Developed sales strategies that resulted in a 20% increase in annual revenue.

- Managed cross-functional teams on various projects, ensuring on-time and with budget delivery.
- Capital real-state
- Marketing researcher
- 2009-2014
- Conducted extensive market research contributing to the successful launch of new products.
- Analyzed sales data to identify and capitalize on emerging trends.
- Education
 - Bachelor of Arts (BA)
 - Admas university
 - May 2009
- Certifications
 - Certified market research professional (CMRP)
 - Project management professional (PMP)
 - Certified sales leadership professional (CSLP)
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