

SEME ZANG BERENICE HANNIELLE

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CAREER OBJECTIVES

To leverage my experience in strategic and operational marketing to support a company's growth, strengthen its brand image, and optimize the performance of its commercial activities. My motivation goes beyond what I already know; I am eager to learn and improve. I believe that each assignment is an opportunity to grow professionally and refine my skills.

PROFESSIONAL EXPERIENCE

- Marketing Specialist

AFRICAN HEALTH | July 2018 – October 2019

- Contributed to the brand positioning strategy of African Health
- Developed marketing plans tailored to the healthcare sector and target audiences
- Produced activity reports and suggested improvements
- Participated in organizing medical events, open days, and health forums
- Collaborated with NGOs and healthcare institutions
- Brand Promoter

ITEL CAMEROON | December 2019 – June 2021

- Sold mobile subscriptions, phones, and accessories
- Responded to customer inquiries and complaints
- Reported field issues and customer feedback
- Represented the brand to the public
- Brand Promoter

ETABLISSEMENT M ET FILS | July 2021 – April 2022

- Completed tracking forms (sales made, customers contacted, feedback received)

- Made sales to clients
- Manager

Personal Boutique, Yaoundé | June 2022 – Present

- Sold babouches and traditional fashion accessories
- Handled financial transactions via Orange Money and MTN MoMo
- Managed cash register, inventory, and restocking
- Maintained daily accounting records and transaction logs

SKILLS

- Inventory and stock management
- Handling of cash and mobile transactions
- Basic daily accounting
- Building long-lasting customer relationships
- Adaptability to various work environments
- Punctuality, discipline, and attention to detail
- Ability to promote products and services effectively

EDUCATION

- Bachelor's Degree in Sociology, specialization in Population and Development – University of Yaoundé I, 2021
- Baccalaureate A, Spanish Option – Lycée de Ahala, 2018
- Probatoire A, Spanish Option – Lycée de Ahala, 2016
- BEPC, Spanish Option – Lycée de Mengue, 2014
- Primary School Leaving Certificate (CEPC) – Public School of Benebalot I, 2009

LANGUAGES

French: Advanced

English: Beginner

CERTIFICATIONS

Class B Driver's License

REFERENCES

Available upon request.