

# SHAFRAN MERALI

## PROFESSIONAL SUMMARY

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Currently working as Senior Business Development Manager at GSR Group Limited, but with 7+ years of successful experience in Advertising Industry at Scanad Tanzania Limited as an Assistant Commercial Manager, I have enhanced my skills in commercial and brand awareness, mathematics, negotiations and effective communication, etc. In addition, I am a fast learner of new skills and always ready to take on a challenge.

## WORK HISTORY

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**Senior Business Development Manager**, 09/2021 - Current  
**GSR Group Limited** – Dar es Salaam, Tanzania

- Developing a growth strategy focused both on financial gain and customer satisfaction.
- Selecting prospective vendors and negotiating contracts.
- Leading the customer service and client relationship management teams.
- Identifying and developing new business opportunities with the aim of building long-term relationships with new and existing customers and partners.
- Promoting the company's products/services addressing or predicting clients' objectives.
- Fulfilling requests for proposals from potential partners and customers.

**Manager, Accounts**, 06/2019 – 08/2021  
**Thornlux International Limited** – Dar es Salaam, Tanzania

- Developed new spreadsheets to help produce the monthly management accounts much quicker, reducing the production time from five days to two.
- Built lasting relationships with all my clients and ensured there were systems and resources in place to deal with any of their queries in less than 24-hours.
- Ensured all statutory deadlines were met on time and assisted in preparation of year end accounts with the auditors.

**Assistant Commercial Manager**, 10/2016 - 04/2019  
**WPP-Scanad Tanzania Limited** – Dar es Salaam, Tanzania

- Summarized weekly collection reports received from agencies across East Africa and Zambia markets to prepare and forecast collection plans for the following week by maintaining the overall outstanding balance below 3%.
- Visited and travelled to other sister agencies across East Africa and Zambia market for accounts reconciliation with both suppliers and clients, building relationships to establish new contracts and developed strong relationships with different departments within the company to ensure everyone is working towards the same targets/goals, and training any new employee recruited in the team.



## CONTACT

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**Address:** Dar es Salaam, Tanzania  
**Phone:** (+255)686-336-396  
**Email:** Shafran.merali@live.com

## SKILLS

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- Media Relations.
- Business Management.
- Customer Relationship Management (CRM)
- Negotiations.
- Strategic Planning & Financial Reporting.
- Self-Motivated and Highly Organized.
- Excellent Communication.
- Analytical Thinking.
- Presentation.
- Computers and Technology.
- Problem Solving.
- Active Learning.
- Team Leadership.
- Time Management.
- Commercial Awareness.

## CERTIFICATIONS

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- Developing a Learning Mindset - LinkedIn
- Financial Accounting Foundations - LinkedIn
- Communication Foundations - LinkedIn

- Oversaw staff performances under my supervision across all agencies and ensured deadlines were met with suppliers and clients. If any issues engendered, I personally intervened and resolved them as quickly as possible.
- Crosschecked all media plans across all agencies before seeking client approvals to ensure the quoted figures and commercials booked correlate with the client requirements and approve the same in system using respective client LPO's.
- Worked closely with all media houses across East Africa and Zambia to ensure all commercial adverts run smoothly and accurately as per client's requirements and verify the same using the monitoring reports received from Ipsos monitoring agency.

**Assistant Commercial Manager, 02/2015 - 09/2016**

**WPP - Scanad Uganda Limited – Kampala, Uganda**

- Summarized weekly collection reports received from agencies in Uganda, Rwanda and Zambia markets to prepare and forecast collection plans for the following week by maintaining the overall outstanding balance below 3%.
- Visited and travelled to other sister agencies in Rwanda and Zambia market for accounts reconciliation with both suppliers and clients, building relationships to establish new contracts and developed strong relationships with different departments within the company to ensure everyone is working towards the same targets/goals, and training any new employee recruited in the team.
- Oversaw staff performances under my supervision across all agencies and ensured deadlines were met with suppliers and clients. If any issues engendered, I personally intervened and resolved them as quickly as possible.
- Crosschecked all media plans across all agencies before seeking client approvals to ensure the quoted figures and commercials booked correlate with the client requirements and approve the same in system using respective client LPO's.
- Worked closely with all media houses in Uganda, Rwanda and Zambia to ensure all commercial adverts run smoothly and accurately as per client's requirements and verify the same using the monitoring reports received from Ipsos monitoring agency.

**Senior Commercial Executive, 10/2011 – 01/2015**

**WPP - Scanad Tanzania Limited – Dar es Salaam, Tanzania**

- Was voted 'best employee of the month in year 2014 and nominated for a promotion as an assistant commercial manager in January 2015 where I was then transferred to Kampala, Uganda in February 2015.
- Followed up regularly with suppliers to submit their invoices on time so the clients are billed and collections are made in timely manner to meet the collection targets of the company.
- Responded to all client complains and concerns and trying my utmost best to resolve them in timely manner.
- Worked closely with other agencies like Ipsos and Push Observer to ensure the monitoring reports received correlate with supplier reports and should there be any discrepancies, to reconcile and verify where the error engendered.

**EDUCATION**

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- Masters of Business Administration in Marketing  
**Atlantic International University** - Honolulu  
2022 – Currently Studying
- Bachelors of Arts, International Business  
**California State University** - Chico

- Excel 2019 Essential Training - LinkedIn

**REFERENCES**

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Name: Kiran Mandalia  
Job Title: Claims Manager  
Company Name: Jubilee Allianz General Insurance Company of Tanzania Ltd  
Phone Number: (+255)655452338  
Email Address:  
kiran.mandalia@jubileetanzania.co.tz

Name: Reuben Ndege  
Job Title: Chief Creative and Strategy Officer.  
Company Name: Clouds Media Group  
Phone Number: (+255)677815293  
Email Address: rndege@cloudsmedia.co

Name: Yash Desai  
Job Title: Commercial Manager  
Company Name: Scanad Tanzania Limited  
Phone Number: (+255)787934934  
Email Address: yash.desai@scanad.com

2015 - 2019

- ABE - Diploma, Accounts & Business Management  
**FTC (Financial Training Centre)** – Dar es salaam, Tanzania  
June 2010
  
- Certificate of Secondary Education  
**Aga Khan Mzizima Secondary School** – Dar es salaam, Tanzania  
2001 - 2004