

Johannes Nzabarantuma

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Strategic and results-driven Go-To-Market Associate, Digital Marketing Enthusiast, and Customer Experience Professional with a strong track record in market strategy, customer engagement, and sales growth.

Passionate about identifying market opportunities, driving product adoption, and crafting impactful digital marketing campaigns that enhance brand visibility and customer loyalty. Skilled in executing go-to-market strategies, optimizing CRM processes, and leveraging data-driven insights to improve customer satisfaction and retention.

Experienced in managing high-volume customer interactions, training teams, and developing innovative digital engagement initiatives that drive sales and business growth. Adept at using digital marketing tools, social media, and content strategies to create compelling brand experiences.

I thrive on building seamless customer journeys, strengthening brand positioning, and implementing strategies that connect businesses with their target audiences. Excited to contribute my expertise in go-to-market execution, customer relations, digital marketing, and sales optimization to a dynamic and forward-thinking organization.

PROFESSIONAL EXPERIENCE

IREMBO LTD, RWANDA

Go To Market Associate: 2025, Jan- Present

- Strategic Planning: Develop and execute go-to-market strategies to drive product adoption and enhance customer retention.
- Market Analysis: Conduct in-depth market research to identify target audiences, industry trends, and competitive positioning.
- Cross-Functional Collaboration: Work closely with product, sales, marketing, and customer success teams to ensure alignment and successful execution of GTM initiatives
- Campaign Management: Plan and launch marketing campaigns to promote new products, services, or updates, ensuring consistent messaging across all channels.
- Performance Tracking: Monitor and analyze key performance indicators (KPIs) to evaluate campaign effectiveness and identify areas for optimization
- Customer Insights: Gather and leverage customer feedback to refine strategies and enhance the overall user experience
- Stakeholder Communication: Present insights, strategies, and results to stakeholders, ensuring transparency and alignment on key initiatives

IREMBO LTD, RWANDA

Customer Experience Associate: 2023, May - 2024, December

- Provide an extraordinary, full life cycle customer experience to our users through portal, email and chat support
- Anticipate customer needs and go above and beyond to ensure an efficient, seamless customer experience
- Educating customers on using and understanding all irembo services.
- Identifying and communicating customer pain points or opportunities to the product team
- Produce human, engaging, concise, and actionable artifacts to inform what we're learning about customers and what we should do about what we know.
- Develop and maintain an understanding of customer Service Level Agreements and department's/product's key performance requirements

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- Perseverance: Perseverance is a requirement for innovation and comes with a commitment to flex outside of role parameters to do the work needed to move forward
 - Propose and implement solutions to enhance the overall customer experience and satisfaction.
 - Track SEO and web traffic metrics
 - Increase engagement for existing audiences with high-quality social initiatives
 - Facilitate scaling brand and company awareness through various social media channels
 - Supervise all aspects of social media interaction between customers and the company, and ensure a positive customer service experience
 - Data analysis
 - Monitor search, social, and content metrics
 - Prepare periodical reports on social media marketing efforts for the Digital Marketing Lead

IREMBO LTD.

Customer Support Agent: 2022 ,July- 2023,May

- Efficiently manage high volumes of inbound and outbound calls while maintaining quality service standards.
- Adhere to call center scripts to ensure consistency and accuracy when addressing various customer inquiries.
- Identify customer needs, clarify concerns, conduct thorough research, and provide effective solutions.
- Build and maintain strong customer relationships by delivering exceptional service and going the extra mile.
- Accurately document all interactions in the call center database for future reference and analysis.
- Consistently meet and exceed individual and team KPIs to contribute to overall business success.

PROMARK STRATEGIES, BLU CLUB(RWANDA)

Sales Manager: Feb 2022–June 2022

- Identified and capitalized on sales opportunities to drive revenue growth and improve customer retention.
- Delivered exceptional, personalized service to enhance client satisfaction and loyalty.
- Led and motivated a high-performing sales team, consistently achieving and exceeding sales targets.
- Recruited, trained, and mentored new sales professionals, fostering skill development and ensuring long-term success.
- Developed and implemented sales strategies to optimize performance and increase market share.
- Analyzed sales data and customer trends to refine sales approaches and improve conversion rates.
- Ensured a visually appealing and customer-friendly sales environment by overseeing merchandising and display setups.
- Collaborated with cross-functional teams to enhance customer experience and streamline sales processes.
- Maintained strong relationships with key clients, negotiating contracts and securing repeat business.

JIBU RWANDA

Customer Experience Specialist: May 2021- December 2021

Specialized in crafting meaningful experiences by engaging directly with users, addressing their concerns, and ensuring satisfaction with every interaction.

- Effectively addressed customer inquiries and concerns across social media platforms and phone calls, providing accurate and timely resolutions to ensure customer satisfaction.

- Social Media Strategy: Curating and handling dynamic social media post calendars that drive engagement, spark conversations, and reflect the voice of the brand.
- Screened and routed calls to the appropriate departments.
- Survey Management: Conducted in-depth customer surveys to gain actionable insights, which helped in refining processes and elevate the overall user experience.
- Data-Driven Improvements: Analyzed customer interaction data to pinpoint areas for enhancement, always striving for higher satisfaction scores and seamless service delivery.
- Researched and stayed up-to-date on all company offerings and promotions.

MTN RWANDA

Customer Care Executive: May 2020–May 2021

- Research, identify, and resolve customer complaints using applicable software.
- Recognize, document, and alert the management team of trends in customer calls.
- Follow up customer calls where necessary
- Maintained call centre database by collecting and recording information.

AIRTEL RWANDA

Customer Care Executive: Dec 2019-May 2020

- Conducting quality assurance surveys with customers.
- Coordinate with the dispatch team to send products and services on time.
- Manage filing, mailing and other management skills
- Build customer loyalty by follow up of customer calls

EDUCATION

UNIVERSITY OF KIGALI

Undergraduate of Marketing (Final Year)

KIGALI, RWANDA

Present

LYCEE DE KICUKIRO

High school Diploma

KIGALI, RWANDA

CERTIFICATION:

DIGITAL MARKETING AND ADVERTISING- Saylor Academy

June, 2025

BUSINESS ANALYSIS & PROCESS MANAGEMENT- Coursera Project Network

June, 2025

CONVERSION OPTIMIZATION CERTIFICATION EXAM- SkillShop

Nov, 2024

FUNDAMENTALS OF DIGITAL MARKETING- Google Digital Academy

Nov, 2024

GOOGLE ANALYTICS CERTIFICATION- SkillShop

Nov, 2024

SYDNEY ROMANTICS - BRANDING & DESIGN JOB SIMULATION- Forage

Nov, 2024

VIRTUAL ASSISTANCE- ALX

Nov, 2024

HOOTSUITE PLATFORM TRAINING- Simplilearn

Sept, 2024

SELF MANAGEMENT- African Management Institute

Sept, 2023

CUSTOMER SERVICE: HANDLING ABUSIVE CUSTOMERS - LINKEDIN

May, 2022

**CREATING POSITIVE CONVERSATIONS WITH CHALLENGING CUSTOMERS –
LINKEDIN**

September, 2021

ADDITIONAL SKILLS

- MS PROJECT, Salesforce, TFS Project Management
- CRM KNOWLEDGE
- ZENDESK
- FRESHWORKS
- TABLEAU
- JIRA
- NOTION
- MULTI-CHANNEL EXPERIENCE
- TECH-SAVY
- MULTITASKING
- COMMUNICATION SKILLS
- ORGANIZATIONAL SKILLS
- SEO
- BLUEHOST

LANGUAGES

- ENGLISH
- FRENCH
- KINYARWANDA