

Curriculum Vitae

KIIZA EMMANUEL MUBANGIZI



Contact Information

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PROFESSIONAL SUMMARY

Results-driven Business Development professional in the tourism industry, expert in product innovation, strategic marketing, and operational excellence, including ERP system implementation. Proficient in leveraging Chinese digital platforms (WeChat, RedNote) and leading website development for entities like Beautiful Safaris Uganda, driving growth and optimizing sales pipelines.

CORE COMPETENCIES

- **Business Development & Strategy:** Strategic lead generation, partnership development, market entry strategies, competitive analysis, sales pipeline optimization, client relationship management.
- **Product Development & Innovation:** Itinerary design and creation, package costing and pricing strategy, competitive package design, tour package innovation, destination experience development.
- **Digital Marketing & Platform Management:** Multi-platform social media management (Instagram, Facebook, LinkedIn, TikTok, WeChat, RedNote), content strategy development, community engagement, brand voice management.
- **Chinese Digital Marketing Expertise:** WeChat marketing strategy and management, RedNote content creation and marketing, cross-cultural content adaptation, Asian market digital strategy.
- **Web Development & Content Strategy:** Website project direction and oversight, content planning and strategy, SEO-optimized content creation, cross-functional content coordination, and UX strategy.

- **Operational Excellence & ERP Implementation:** Successful launch and management of ERP systems, process streamlining, operational efficiency enhancement, and data management.
- **Executive Support & Project Coordination:** High-level executive assistance, project coordination, schedule and calendar management, meeting preparation, document preparation, stakeholder communication.
- **CRM & Sales Management:** Brevo CRM, Zoho CRM, lead database building, email campaign management, prospect tracking, automation, segmentation, reporting.

PROFESSIONAL EXPERIENCE

Travel Advisor | CEO's Assistant | Beautiful Safaris Uganda – Chinese DMC(March 2025-Current)

- Spearheaded the successful launch and implementation of a new ERP system, significantly streamlining operational workflows and enhancing data management efficiency.
- Provided comprehensive executive support to the CEO, managing calendars, coordinating meetings, preparing critical documents, and overseeing operational functions.
- Designed and developed comprehensive safari and adventure itineraries, coupled with competitive pricing and costing strategies for diverse product packages.
- Directed and oversaw the complete website development project for Beautiful Safaris Uganda, providing strategic guidance on architecture, content, and user experience.
- Developed and communicated a robust web content strategy to development teams, creating content briefs and guiding messaging, SEO optimization, and user engagement.
- Managed and scheduled engaging social media content across multiple platforms, including Instagram, Facebook, LinkedIn, WeChat, and RedNote.
- Formulated and executed Chinese digital marketing strategies utilizing WeChat and RedNote, creating culturally adapted content for Asian market audiences.
- Designed compelling social media posts using Canva and produced high-quality video content with Filmora for multi-platform distribution.
- Orchestrated lead generation efforts from travel expos and industry events, building and maintaining comprehensive CRM lead databases.

- Executed targeted cold outreach and prospecting campaigns, successfully converting prospects into clients through email, phone, and messaging.
- Managed hotel reservations, ground arrangements, and coordinated complex travel logistics for clients.
- Oversaw travel operations, including bookkeeping, invoice tracking, supplier payments, and financial management.
- Maintained and updated travel schedules and client information systems to ensure seamless safari operations.
- Provided professional service and comprehensive travel consultations, effectively managing client inquiries.

Marketing Assistant to CMO | Bar Aviation Uganda (April 2024 – December 2024)

- Supported the CMO in executing impactful marketing and business development strategies across digital and print platforms.
- Managed Bar Aviation's social media presence across Instagram, Facebook, and LinkedIn, maintaining an engagement calendar and scheduling posts.
- Designed visually appealing social media posts using Canva, creating graphics and promotional materials consistent with brand guidelines.
- Edited and produced video content using Filmora and Adobe Premiere Pro, optimizing videos for social media distribution.
- Contributed to product development initiatives, including the design and costing of helicopter safari packages and competitive pricing strategies.
- Collected and organized leads from aviation expos and travel shows, populating CRM for subsequent business development follow-up.
- Conducted thorough market research, competitor analysis, and performance tracking to inform BD and product development decisions.
- Managed the Brevo CRM system for prospect tracking, customer communications, and database maintenance.

Marketing Assistant to CMO | Extreme Adventure Park Uganda (April 2024 – March 2025)

- Managed Extreme Adventure Park's social media accounts across Instagram, Facebook, LinkedIn, and TikTok, developing content calendars and scheduling posts.
- Designed and created engaging social media content using Canva, developing visuals for campaigns, promotions, and brand storytelling.
- Produced video content for social media using Filmora and Adobe Premiere Pro, editing promotional videos, product demos, and event coverage.
- Received and qualified client inquiries, meticulously organizing and tracking all leads within Brevo and Zoho CRM systems.
- Collected leads from adventure expos and tourism trade shows, building and maintaining a robust lead database for the sales team.
- Executed successful prospecting campaigns, including cold outreach to expo contacts via email and phone, converting leads into customers.
- Designed and costed customized adventure packages and itineraries, tailored to client budgets and preferences.
- Prepared detailed quotations based on itinerary designs and comprehensive cost analyses.
- Launched the 'Virtual Combatica' digital marketing campaign for product launch, generating significant engagement and qualified leads through strategic social media content and video assets.
- Organized and managed the lead pipeline in Brevo and Zoho CRM, meticulously tracking prospect journeys from lead to conversion.
- Updated customer/prospect databases in CRM to ensure accurate contact and follow-up information.

Tourism Intern | Hanze Tours (June 2023 – August 2023)

- Designed and costed comprehensive client itineraries, ensuring seamless travel logistics and competitive pricing.
- Developed diverse tour packages (Primates Journeys, Culture, Adventure) with strong market appeal and profitability.

- Managed lodge reservations and maintained a database of over 100 lodge and accommodation partners.
- Gained proficiency in the Travelport ticketing system for airline operations.
- Established and maintained strategic partnerships with tourist attractions, airlines, car rental companies, and lodges to support product development.
- Achievement: Increased customer satisfaction by 10% through customized itinerary design and package development.
- Achievement: Facilitated client savings of 25% through strategic partnership negotiations and cost optimization in package costing.

Tour Consultant || Dorokai Tours & Rural Explorers Safari Company (Jan 2022 – December 2023)

- Designed and costed itineraries meticulously tailored to client preferences, budgets, and market demand.
- Developed competitive tour packages with transparent pricing and compelling value propositions.
- Managed lodge bookings and coordinated effectively with suppliers to ensure seamless travel experiences.
- Responded to email inquiries with professionalism, maintaining excellent client communication.
- Created SEO-optimized blog content to promote tour packages and enhance online product visibility.

KEY ACHIEVEMENTS & BUSINESS IMPACT.

- **ERP System Implementation:** Successfully led the launch and integration of a new ERP system, resulting in significant improvements in operational efficiency and data management.
- **Website Development Leadership:** Have been directing the comprehensive website development project for Beautiful Safaris Uganda, providing strategic oversight on architecture, content strategy, user experience, and business alignment.
- **Partnership Development:** Successfully onboarded the Board Online Gaming Association at Extreme Adventure Park as a strategic partner, significantly expanding business opportunities and market reach.

- Chinese Digital Marketing Expertise: Mastered and advanced WeChat and RedNote marketing strategies, effectively expanding market reach to Chinese audiences and creating culturally adapted content.
- Social Media Management Excellence: Managed dynamic social media presences across multiple platforms (Instagram, Facebook, LinkedIn, TikTok, WeChat, RedNote) for various organizations, ensuring scheduled content, strategic posting, and consistent brand engagement.
- Content Creation & Video Production: Designed impactful social media posts using Canva and produced/edited professional video content with Filmora and Adobe Premiere Pro for multi-platform distribution.
- Product Development Expertise: Demonstrated expert capability in itinerary design and package costing, developing competitive safari and adventure packages
- Helicopter Safari Package Development: Contributed significantly to product development for helicopter safari packages at Bar Aviation, designing competitive offerings and pricing strategies.
- Lead Generation & Conversion: Systematically collected and organized leads from travel/aviation expos and shows, building robust CRM databases and executing successful cold outreach campaigns.
- Virtual Combatica Campaign: Orchestrated a comprehensive digital marketing campaign, 'Virtual Combatica', complete with social media content strategy and video assets, which generated significant engagement and qualified leads.
- Multi-Platform CRM Management: Proficiently managed Brevo CRM and Zoho CRM for lead tracking, email campaigns, customer database maintenance, and comprehensive sales pipeline reporting.
- Diverse Package Development: Developed three distinct and highly successful tour products (Primates Journeys, Culture, Adventure) with strong market differentiation and appeal.
- Partnership & Supplier Management: Established and nurtured over 50 supplier relationships (lodges, airlines, attractions) and successfully secured strategic gaming/entertainment partnerships while at Bar Aviation, Extreme Adventure Park, and Beautiful Safaris Uganda
- Innovation Recognition: Achieved first runner-up position in the World Tourism Day Innovation Challenge 2023 for the '**KEEP MY SAFARI GREEN**' sustainability project.

TECHNICAL SKILLS & TOOLS

- Creative Design & Video Production: Canva (social media post design, graphics, visuals), Filmora (video editing, motion graphics), Adobe Premiere Pro (professional video editing and production).
- Social Media Management: Multi-platform management (Instagram, Facebook, LinkedIn, TikTok, WeChat, RedNote), content scheduling, social media calendar management, community engagement, brand voice management, analytics.
- Chinese Digital Marketing Platforms: WeChat (marketing strategy, content creation, audience engagement), RedNote (content creation, brand storytelling, Asian market reach).
- Web Development Direction & Strategy: Website project oversight, content planning and strategy development, content briefs for development teams, website content direction, SEO-optimized content creation, cross-functional coordination, and UX strategy.
- CRM Platforms: Brevo CRM, Zoho CRM (lead database building, email campaigns, prospect tracking, automation, segmentation, reporting).
- Product Development & Costing: Itinerary design, package pricing and costing, competitive analysis, market positioning, product innovation.
- Project Management & Organization: Asana, Todoist (lead tracking, project coordination, task management, team collaboration).
- Office & Communication Tools: Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), email management, document preparation.
- Lead Management: Lead database building, lead qualification, cold outreach, prospecting, follow-up campaign management, pipeline tracking.
- Travel Industry Tools: Travelport ticketing system, lodge booking platforms, OTA channels (Get Your Guide, Viator, SafariBookings).
- Digital Marketing & Analysis: Google Analytics, SEO tools, social media analytics, email marketing automation, campaign performance tracking.
- Enterprise Resource Planning (ERP) Systems: Implementation and management of ERP solutions for streamlined operations.

EDUCATION

Bachelor of Science in Tourism and Hospitality Management, Makerere University

Uganda Advanced Certificate of Education Ntare School, Mbarara (2015–2020)

PROFESSIONAL CERTIFICATION

Certificate in Finance Management | Association of Tour Operators Uganda (ATOL)

REFERENCES

- Nathan Amaral – CMO, Bar Aviation Uganda & Extreme Adventure Park
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- Maurice Bashaija – Marketing Manager, Chimpundu and Emburara Lodges
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