

Sethunya A. Masebe

Status-quo challenger

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(585) 957-4809

Rochester, NY

EDUCATION

Expected Graduation May 2021

Rochester Institute of Technology. Rochester, NY

Master of Business Administration

Supply Chain Management & Digital marketing

GPA 3.75

August 2011 - October 2015

University of Botswana. Gaborone, Botswana

Bachelor's BA

Project and Logistics Management

GPA 4.1

EXPERIENCE

Business Consultant

Brand Engage. Gaborone, Botswana

July 2018 - May 2019

- ★ Worked on a social media strategy that increased customer engagement and inquiries by more than 50%
- ★ Developed a savings account campaign that generated over 350 leads
- ★ Created weekly content (copy and graphic ideas) for social media pages

Graduate trainee

Stanbic Bank. Gaborone, Botswana

June 2016 - June 2018

- ★ Created and facilitated 60% of customer loan applications of more than P10 million through analysis and justification of their financials
- ★ Facilitated 90% of customer transfer requests, queries and daily account management
- ★ Created a customer value proposition that defined a segment and resulted in the segment's significant distinguished market appeal
- ★ Increased the bank's customer share wallet through cross-selling and leveraging on the bank's eco-system

SKILLS

Qualitative and quantitative Analysis

Project Planning and Coordination

Problem Solving

Strategy Planning

PROJECTS

The African Women Leadership Academy— NGO

Gaborone, Botswana

Planned and coordinated the training sessions events

Mentoring of over 100 young girls and boys on personal development