

# ASHLEY MWELESA

Aspiring web developer

## Phone

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## Address

Nairobi Kenya

## About Me

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Embarking on a transformative journey from virtual assistance to the dynamic world of web development, I'm Ashley—fueled by self-motivation and an unwavering drive. I seamlessly blend my extensive virtual assistance expertise with a creative flair, navigating the intricate landscapes of coding with finesse. Armed with top-notch organizational skills and a passion for perpetual learning, I effortlessly tackle the complexities of web development. In both collaborative team settings and as a solo trailblazer, I bring forth innovation and unwavering dedication, leaving an indelible mark on every project. With the ability to work seamlessly under minimal supervision, coupled with excellent communication skills, I'm poised to contribute and thrive in any web development environment.

## Skills

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- Web Design
- Branding
- Project Managmet
- Marketing
  - Market analysis
  - Campaign management

## Reward

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Oct 2022 | Uncommon  
The Best Employee of the Year

May 2023, Uncommon  
Innovator of the Year

## languages

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English

German

## Experience

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### Social Media Manager

2021 - 2022

#### Lets Munch Restaurant

I seamlessly managed a spectrum of responsibilities, from overseeing the intricacies of the business calendar to handling administrative tasks with precision. My multifaceted approach extended to curating a vibrant social media presence, where I leveraged strategic insights to enhance the brand's online visibility and engagement. Through meticulous coordination and organizational prowess, I not only streamlined operational efficiency but also played a pivotal role in fostering a cohesive and dynamic online identity for Let's Munch.

### Product & Sales Marketing

2020- 2023

#### Uncommon Rebel

As the former Virtual Assistant at Uncommon Rebel, I seamlessly transitioned into the role of Product Sales Marketing Manager, playing a pivotal role in curating the brand's narrative and driving its evolution from a styling business to a self-sufficient fashion brand. Spearheading strategic initiatives, I contributed to the brand's seamless transition by actively participating in the creation and launch of our own clothing line. Through hands-on involvement, I not only shaped the brand's story but also implemented effective marketing strategies that aligned with its newfound identity, ultimately establishing Uncommon Rebel as a notable player in the fashion industry."

## Education

Buruburu girls sec -NOV 2019

Zindua School -Web design

AWS Cloud Practitioner