

Hank Akim

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my-portfolio-bpsartiates-projects.vercel.app/

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Bpsartiate

PROFILE

I'm a web developer with an artist's soul and a marketer's instinct.

I've built powerful, user-focused web applications for multiple companies, turning complex ideas into clean, responsive, and high-performing digital experiences. From front-end design to back-end architecture, I bring both precision and creativity to every line of code.

My proudest creation is @Agrokivu, a company I co-founded and shaped from the ground up. There, I blend my technical skills with a deep understanding of marketing, because I believe great products deserve great storytelling.

To me, development and marketing are two sides of the same coin: both require empathy, clarity, and the ability to move people. Whether I'm coding a new feature or crafting a brand message, I aim to create work that resonates.

My goal? To build digital tools that drive real business growth and to make my work a benchmark for both innovation and impact.

EXPERIENCE

Marketing Director

Dec 2017 - Present

Rdc

- Participated in the creation of AgroKivu and the development of its marketing strategy.
- Managed the company's LinkedIn page (AgroKivu LinkedIn - <https://www.linkedin.com/company/agrokivu/posts/?feedView=all> including content creation and management.
- Designed and implemented online advertising campaigns, particularly on Facebook Ads and Google Analytics, to promote local agricultural products

Cpi Marketing Specialist

Dec 2016 - Present

Maxbounty - Remote

- Managed and optimized cost-per-install (CPI) marketing campaigns for various clients.
- Analyzed campaign performance and adjusted advertising strategies to maximize results.

Junior Web Developer

May 2023 - Present

Goma

- General Directorate of Revenues of North Kivu (DGRN-K) - Goma, DRC-----
- Designed and developed over 10 web projects for tax services.
- Optimized and maintained websites to ensure better performance and security.

Freelance Web Consultant

Dec 2021 - Dec 2022

Fonahd-rdc (Ngo)

- Developed and maintained the NGO's website.
- Freelance Projects

internship

Feb 2025 - Present

Aurora

- building web application

EDUCATION

Bachelors Degree, Applied Computer Science

2021

Université Libre de Kigali

- Bachelors Degree from Kigali

LANGUAGES

English	Fluent
French	Fluent

OTHER SKILLS & CERTIFICATIONS

Core Technical Skills

- HTML, CSS, JavaScript – The foundation of web development
- Responsive Design – Mobile-first, adaptive layouts using Flexbox, Grid, and media queries
- Version Control – Git, GitHub for collaboration and code history
- Browser Dev Tools – Debugging and performance testing
- Front-End Frameworks
 - React.js (most popular), Vue.js, Angular
- Tailwind CSS, Bootstrap – for rapid UI development
- Back-End Development
 - Node.js, Express.js, Python (Django), Ruby on Rails
- Databases: SQL (PostgreSQL, MySQL), NoSQL (MongoDB, Firebase)
- API Integration: RESTful APIs, GraphQL
- DevOps & Deployment
 - CI/CD Pipelines – GitHub Actions, Vercel, Netlify
 - Cloud Platforms – AWS, Azure, Firebase
 - Containerization – Docker, Kubernetes (for advanced scalability)
- Security & Optimization
 - HTTPS, input validation, authentication (JWT, OAuth)
- Performance tuning: lazy loading, image optimisation, code splitting
- Soft Skills
 - Problem-solving & debugging
 - Communication & collaboration
 - Time management & adaptability
- Strategy & Analytics
 - Marketing Funnel Design – Awareness → Consideration → Conversion → Retention
 - Data Analytics – Google Analytics, GA4, Hotjar, A/B testing
 - KPI Tracking – Conversion rates, CTR, CAC, LTV
- Content & SEO
 - Content Creation – Blog posts, video scripts, infographics, social media
 - SEO – On-page, off-page, technical SEO, keyword research
 - Copywriting – CTAs, landing pages, email campaigns
- Digital Channels
 - Email Marketing – Mailchimp, Klaviyo, automation workflows
 - Social Media – Organic + paid strategies across platforms
 - PPC Advertising – Google Ads, Meta Ads, LinkedIn Ads
- Tools & Platforms
 - CMS – WordPress, Webflow
 - CRM & Automation – HubSpot, ActiveCampaign, Zapier
 - Design – Canva, Figma, Adobe Suite
- Soft Skills
 - Storytelling & emotional intelligence
 - Cross-functional collaboration (sales, design, dev)
 - Adaptability & continuous learning