

ANNE ACHIENG OGONGO RESUME

Location: Nairobi

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Portfolio:

<https://github.com/anne-alt>

SUMMARY

A full stack software engineer with a strong background in marketing, communications and project management. These allow me to flexibly work in any environment while adding value by even deeper understanding of client needs and ensuring efficient usability of any projects I participate in.

SOFTWARE DEVELOPMENT AREAS OF EXPERTISE

- HTML5
- CSS
- JAVASCRIPT
- REACTJS
- RUBY
- GIT
- NODE.JS
- SQL/MySQL/SQLITE
- PYTHON

PROJECTS

Cocktails Mixing App

<https://anne-alt.github.io/Phase1-Project/>

JavaScript application that shows you a variety of cocktails to choose from. A user is allowed to like any cocktail as well as add their own mix to the application.

Jokes App

<https://snooze-six.vercel.app/>

ReactJS application that shows a variety of jokes. A user is allowed to add their own jokes to the application and these additions get retained and can be deleted as well.

E-commerce App

<https://github.com/ahmedalli20/tips-frontend>

<https://github.com/ahmedalli20/tips-backend>

Full-Stack Ruby and React Application where:

1. Users can create an account and log in.
2. Users can create a delivery order.
3. Users can cancel a parcel delivery order.
4. Users can see the details of a delivery order.
5. Users can checkout

Hackerrank Application

<https://github.com/morehwachege/kodomasuta>

This is a software platform much like hackerrank, which could be used to assess the technical skills of software development students. Basically, it automates the in-person technical interview. The application allows both admin and student access whereby the admin sets quizzes and the student does the quizzes which are then automatically graded by the system.

Point-Of-Sale Application

<https://github.com/anne-alt/tips>

This is a Point Of Sale system for a retail store that stores and tracks all the sales and purchases. It also generates reports for sales activities in the store.

COMMUNICATION AREAS OF EXPERTISE

- Social Media management
- Social Media Ads/Campaigns
- Logistics Management
- Marketing and Sales
- Digital Communication
- Team leader
- Creation, editing and dissemination of Communication.
- Corporate Social Responsibility (CSR)
- Financial Analysis and planning

WORK EXPERIENCE

Kiddie Kloset October 2022-Date

Position: Marketing and Communications Associate

Key Responsibilities.

Plan their marketing strategy on all platforms and on the ground by creating and generating marketing angles and partnership strategies.

Develop a working online marketing plan while providing content and images to be used by the brand.

Enhance communication both within the Kiddie Kloset team and enhance client interaction during the sales process.

Coordinate and run marketing activities on behalf of the brand, this, as well as scout for marketing activities the brand could partner in.

Improve the sales and customer experience and in turn improve sales all through.

Achievements:

Organize and run our stand at the Baby Banda expo that saw a reach of almost 4000 potential clients.

From that we generated leads and in turn sales of, on average, 20 clients for every 30 that were engaged.

Organize and run an on-ground activation with focus on their Langata Branch. This spanned from Langata and its environs, and towards Nairobi West, Southern Bypass Road, Magadi roadsides.

The activation involved scouting and training brand ambassadors, skaters on the product. It returned an average of 6 clients for every ten engaged with. With an average income of 100,000/- per day.

Tikiposts Limited March 2021-July 2022.

Position: Sales and Marketing Admin Executive

Key responsibilities

As a start-up to oversee the successful launching of the company brand and social media presence.

Run the entire sales and customer-relations end ensuring all clients are attended to and are happy with the services offered.

Develop effective sales and marketing plans that are able to drive enough profits for the company.

Achievements

Coordinated the development of the website, and oversaw the establishment of the company's image, i.e, brand colors, brand message etc

Being a start-up having started production in the last quarter of 2021, I have overseen the growth of sales upwards of 500,000/- and a growing retention rate of happy serviced clients.

Launched several social media ad campaigns that have boosted traffic to the company's website and social media handles.

Develop budgets and directives on the best actions to take for boosting sales and marketing.

Trisport Fitness February 2021-December 2021

Position: Social Media Manager

Key responsibilities

Managed their social media pages and keep an active audience engagement, (see IG @trisportfitness, Facebook @Trisport Fitness)

Develop activities and events for the gym as well as keep an updated record of all activities of the gym.

Achievements

Grown organic following from 90 followers to 340 followers.

Generate content and activity ideas for the page and the gym.

Organized in-house and outdoor events for the team and CSR activities

COREC Limited January 2018 - December 2020

Position: Sales and Marketing Administrator

Key responsibilities:

Developing and executing marketing strategies aimed at improving brand awareness.

Developing sales strategies aimed at improving customer relationships, increasing sales volumes per customer and increasing the number of clients we service.

Achievements:

Organized a series of events that ensured consistency in customer and stakeholder traffic to the company, such as, attendance in the Kenya homes Expo, Annual National Construction Authority Conferences.

Increased the number of return clients.

I run the company's Corporate Social Responsibility initiatives that allow the company to give back to the community and develop a strong relationship.

Run the company's social media channels interacting with customers and also managing the company's website making sure we keep up with the SEO standards.

Showmax Limited May 2017 - January 2018

Position: Sales Representative,

Key Responsibilities:

Handle direct customer sales by developing and executing sales strategies that were meant to increase the number of clients on the service.

EDUCATION

Certificate in Software Engineering from Moringa School

Certificate in Financial Modeling and Valuation from The Corporate Finance Institute(CFI)

Bachelor's Degree in Journalism from Jomo Kenyatta University of Agriculture and Technology.

Certificate in Digital Marketing from digital4africa.

Certificate in Digital Marketing from Google.

REFERENCES

AVAILED UPON REQUEST.