
ERIC MACHARIA WACHAGA

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Career objective

A software developer with expertise in data science, machine learning, and digital marketing, seeking a challenging role in the tech industry to leverage my skills in data analysis, web development, and digital marketing for organizational growth. Eager to learn and thrive in a dynamic environment.

Highlights of Qualifications:

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- Proficient in data science, web development, and digital marketing.
 - Strong expertise in Python, JavaScript, CSS, HTML, and machine learning.
 - Excellent communication and report writing skills.
 - Highly adaptable, goal-oriented, and a fast learner.
 - Proven ability to manage confidential matters with integrity.
 - Team player with a commitment to service and customer experience.

PROFESSIONAL BACKGROUND

Digital Marketing Manager

S3 Education Consultants

2023 – March 2024

- Led digital marketing strategies across multiple African countries, using data-driven approaches to optimize campaign performance.
- Developed and managed integrated marketing campaigns, including data analysis and visualization to track and improve engagement metrics.
- Increased client engagement, surpassing monthly sales targets through targeted digital and physical campaigns.
- Created and managed the digital marketing budget, utilizing data analytics to maximize ROI.
- Designed artwork and managed web content, enhancing brand visibility and user experience.
- Analyzed marketing metrics using tools like Google Analytics and Tableau to optimize campaign performance.
- Delivered detailed reports on campaign effectiveness, providing actionable insights.
- Organized and marketed study abroad fairs with over 30 international universities, leveraging data to drive attendance and engagement.
- Established a strong LinkedIn presence for brand visibility, using SEO and content management strategies.

Marketer

Hela Capitals

March 2020 - December 2021

- Developed and implemented data-driven marketing campaigns for Hela Capitals, focusing on maximizing engagement and conversion rates.
- Created and managed the marketing budget, using predictive analytics to optimize resource allocation and ROI.
- Analyzed marketing metrics and identified trends, providing insights to improve future campaigns.
- Delivered daily, weekly, and monthly reports on campaign performance, leveraging data visualization tools.
- Conducted regular customer satisfaction surveys to gather and analyze customer data, informing strategic decisions.
- Produced high-quality communications for internal and external use, utilizing content management systems.

Digital Marketing Intern

Hela Capitals

March 2020 - June 2020

- Interned as a business and marketing analyst, gaining experience in data analysis and marketing strategy development.
- Assisted in the creation and implementation of data-driven marketing campaigns.
- Conducted market research and data analysis to support marketing initiatives.

EDUCATION

Web Development, Data Science and Cybersecurity Certification	2024-2024
The Open University of Kenya	
Undergraduate Degree	2014-2019
Kenyatta University, Bachelor of Commerce, Actuarial science option	
K.C.S.E	2010-2013
Kahuho Uhuru High School, Kenya Certificate of Secondary Education Grade A- 76 points	
K.C.P.E	2001-2009
St Pauls Academy Boarding school, Kenya Certificate of Primary School Grade A 403/500 marks	

Programming Languages

Python, JavaScript, CSS, HTML

SKILLS

- **Data Science:** Python, SQL, Exploratory Data Analysis (EDA)
- **Web Development:** HTML, CSS, JavaScript, React
- **Machine Learning:** Scikit-learn, TensorFlow
- **Cybersecurity:** Nmap, Wireshark, Autopsy, Volatility, Maltego
- **Data Visualization:** Matplotlib, Seaborn, Tableau
- **Digital Marketing:** Google Analytics, SEO, Google AdSense
- **Project Management:** Agile, Scrum
- **Customer Management Systems:** Zoho, Zagache
- **Microsoft Office Suite:** Word, Excel, PowerPoint, Access, Outlook

REFERENCES

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