

# Frank Ishimwe

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## SUMMARY

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Motivated and impact-driven Software Engineering student with hands-on experience in full-stack web development, DevOps fundamentals, digital marketing, and IT support. Proven ability to apply AI models, Python data analytics, and AI-driven marketing strategies to real business challenges. Currently doing social media management and content creation for Bahó Coffee Company. Also have experience in sales, inventory management, and customer relations. A strong team player with value-based leadership skills, passionate about leveraging technology to drive sustainable business growth and development in Africa.

## EDUCATIONAL BACKGROUND

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African Leadership University – Kigali, Rwanda	September 2024 – Present
Software Engineering	
Expected graduation: 2028	

*Relevant Coursework: Frontend Web Development, Enterprise Web Development, Web Infrastructure, Introduction to Python Programming and Databases, Introduction to Linux and IT Tools, Foundations Project, E-Lab (Entrepreneurship Lab), Responsible Enterprise, Communicating for Impact, Employability Enhancement Program, Self Leadership and Team Dynamics, Reflective Thinking, and Learning Processes*

## PROFESSIONAL WORK EXPERIENCE

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Digital Marketing & Social Media Manager Ongoing. Bahó Coffee Company – Kigali-Rwanda	February 2025 - Present
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- Manage and grow company social media platforms through strategic planning, posting, and analytics tracking.
- Create engaging digital content including graphics, short videos, and brand-aligned campaigns.
- Apply AI-powered marketing tools to improve reach, engagement, and audience targeting.

Store Assistant Manager	December 2023 - August 2024
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V Plus Packaging Industries Ltd. – Kigali, Rwanda	
● Managed inventory using Mannat ERP and Excel-based systems to ensure stock accuracy and timely restocking.	
● Created and processed purchase orders, goods received notes, and purchase invoices.	
● Supported production continuity by streamlining stock procedures and improving operational efficiency.	
● Strengthened problem-solving, data management, and organizational skills in a manufacturing environment.	

Sales Representative, Intern / Volunteer	October 2023 - December 2023
Codpac Ltd. – Kigali, Rwanda, but HQ based on Soud Arabia.	

- Promoted and sold company products while managing customer relationships across Rwanda.
- Designed digital marketing content, including promotional videos and images.
- Conducted lead generation, negotiations, and customer engagement aligned with client needs. Improved sales outcomes through trend analysis and customer-focused strategies.

Intern / Volunteer	During High School Holidays
During High School Holidays	
Africa New Life Ministries – Kigali, Rwanda	

## EXTRACURRICULAR ACTIVITIES

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### Head Prefect (Head Boy)

New Life Christian Academy – Kayonza, Rwanda

October 2021 – October 2022

Led student initiatives and coordinated teams to maintain a positive school environment. Acted as a liaison between students and administration. Developed leadership, discipline, and strategic planning skills.

### Member & Youth Leader - Kigali Rwanda

February 2018 - Present

#### SOH Ministries

- Guided young evangelists in leadership, stewardship, and community service.
  - Supported personal development and value-based leadership initiative
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SKILLS (Technical Skills)	(Design & Media)	(Business & Professional Skills)
Full-Stack Web Development (TypeScript, Tailwind CSS, JavaScript, Bootstrap)	Figma, Canva, CapCut and Davinci UI/UX Design Motion & Visual Content Creation	Digital Marketing & Social Media Management Communication & Presentation Skills Customer Relations & Sales Inventory & ERP Systems
DevOps Fundamentals Python for Data Analytics		
Building & Applying AI Models for Business AI in Marketing & Automation		
Git & GitHub		
Microsoft Azure (Virtual Machines)		

## INTERESTS

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Technology for Social Impact	AI, Data & Automation	Digital Storytelling
Entrepreneurship & Innovation	Sustainable Development in Africa	

## LANGUAGES

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Kinyarwanda- Native	English - Excellent	French - Beginner
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