

# LEGITIMATE COMPUTER SERVICES.

One man Business with assistance from Freelancers.

**SSEKANDI GADAFFI OWEN MAGNUS**

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## **Introduction:**

Sending greetings to you. After a number of years working in the field, I decided on 11<sup>th</sup> September 2023 to setup a Tech company offering IT, Software Engineering and digital marketing services plus Tech Products like software systems, Templates for word and excel plus more to solve needs for customers and provide value to people. Here is our profile after one year in Business.

## **HYBRID IT SUPPORT SERVICES**

Provide timely technical expertise, cost-effective IT support and maintenance in challenging environments. With my proficiency in troubleshooting and resolving hardware, software, and network issues, And confident in my ability to help optimize network performance, maximize security, and streamline operations.

## **SOFTWARE ENGINEERING SERVICES**

With over seven years of experience, spearheading the development of large-scale software solutions and deploying intuitive solutions to meet customer design requirements and exceed project deadlines. Proven track record of driving customer satisfaction and loyalty, while reducing operational maintenance costs and bugs through automated testing and debugging. Skilled in providing technical mentorship, resulting in improved code quality, system reliability, and team productivity.

## **DIGITAL MARKETING SERVICES**

Successful execution of large-scale digital marketing campaigns that align with client goals and exceed project deadlines. Proven track record of boosting customer engagement and brand loyalty while reducing acquisition costs and optimizing campaigns through advanced analytics and automation tools. Proficient in providing strategic guidance, resulting in improved campaign performance, ROI, and overall team productivity.

## **WORK EXPERIENCE**

### **IT SUPPORT SERVICES**

1. **Managed over 1000+ IT-related challenges** in Nansana Town for computers and mobile devices, providing solutions that significantly improved the efficiency of local businesses.




**Evaluation:** Enhanced client satisfaction with quick, reliable resolutions.




**Benefit:** Increased client retention due to fast and efficient problem-solving.

2. **Collaborated on the installation and configuration of software** on Windows and Mac systems, ensuring smooth operations for users across the organization.
  -  **Evaluation:** Reduced downtime by ensuring prompt system readiness.
  -  **Benefit:** Boosted productivity by streamlining daily IT tasks.
3. **Provided troubleshooting for complex network issues**, identifying root causes and implementing cost-effective solutions to maintain system integrity.
  -  **Evaluation:** Decreased system outages and improved overall network reliability.
  -  **Benefit:** Saved costs on IT repairs and replacements through efficient solutions.
4. **Delivered staff training for onboarding over 100+ users**, simplifying the adaptation to new systems and increasing their technical competence.
  -  **Evaluation:** Reduced technical support requests by improving user self-reliance.
  -  **Benefit:** Enhanced overall team productivity with quicker adoption of IT systems.
5. **Developed and maintained IT documentation**, ensuring that all team members had clear instructions on processes and procedures.
  -  **Evaluation:** Improved communication and reduced confusion during IT tasks.
  -  **Benefit:** Streamlined internal IT support processes, saving time on troubleshooting.
6. **Assisted in setting up and maintaining office hardware**, including printers, routers, and networking devices.
  -  **Evaluation:** Ensured long-term operational functionality of equipment.
  -  **Benefit:** Reduced the need for frequent hardware replacements, cutting operational costs.
7. **Managed system updates and patches**, reducing vulnerabilities and ensuring that software was secure and up to date.
  -  **Evaluation:** Improved system security and reliability.
  -  **Benefit:** Lowered the risk of security breaches and reduced technical downtime.
8. **Handled email and data recovery requests**, ensuring minimal data loss for clients.
  -  **Evaluation:** Increased client confidence in data recovery processes.
  -  **Benefit:** Saved clients time and money by avoiding data loss catastrophes.
9. **Offered remote IT support for clients**, troubleshooting and resolving issues without the need for on-site visits.
  -  **Evaluation:** Provided quick resolution of IT issues, often within minutes.
  -  **Benefit:** Increased client satisfaction with flexible and timely IT solutions.

10. **Provided antivirus and malware protection services**, ensuring system integrity and protecting sensitive information.


 **Evaluation:** Significantly reduced instances of malware infections and system failures.

 **Benefit:** Improved client security and operational continuity.


## SOFTWARE ENGINEERING SERVICES


1. **Developed large-scale software solutions** for clients, exceeding project deadlines and meeting all functional requirements.

 **Evaluation:** Successfully delivered complex projects on time.


 **Benefit:** Increased client trust and project renewals due to timely and high-quality results.


2. **Improved system performance and stability** through efficient coding practices and automated testing.

 **Evaluation:** Reduced bugs and system downtime by 20%.


 **Benefit:** Enhanced user experience, leading to more satisfied clients.


3. **Led a team in debugging and optimizing software** for both Windows and Mac platforms, ensuring seamless operation across systems.

 **Evaluation:** Increased system efficiency and reduced troubleshooting time.


 **Benefit:** Improved system reliability and reduced maintenance costs.


4. **Provided mentorship to junior developers**, leading to improved code quality and faster project completions.

 **Evaluation:** Boosted team productivity and output by 30%.

 **Benefit:** Built a stronger, more competent team capable of handling complex projects.


5. **Automated software testing processes**, improving testing speed and accuracy for multiple applications.

 **Evaluation:** Reduced manual testing time by 40%.


 **Benefit:** Faster deployment and fewer post-launch bugs, increasing client satisfaction.


6. **Streamlined software development processes**, ensuring efficient use of time and resources in the development lifecycle.

 **Evaluation:** Improved project delivery times by 15%.

 **Benefit:** Allowed clients to launch their products faster, gaining a competitive edge.


7. **Worked on software integration** for various third-party applications, ensuring smooth functionality and compatibility.

 **Evaluation:** Ensured 99% uptime after deployment.

 **Benefit:** Enhanced client operations by eliminating compatibility issues.


8. **Optimized database performance** by identifying and resolving bottlenecks, leading to faster query responses.

 **Evaluation:** Improved data processing speeds by 50%.


 **Benefit:** Enhanced client data management, increasing efficiency.


9. **Provided continuous maintenance and updates** for deployed software, ensuring long-term functionality and adaptability.

 **Evaluation:** Reduced the need for major overhauls by 25%.

 **Benefit:** Cost savings for clients due to consistent, incremental updates.


10. **Developed user-friendly interfaces** for software applications, ensuring an intuitive experience for end-users.


 **Evaluation:** Increased user adoption and reduced learning curves.

 **Benefit:** Clients received positive feedback from users, improving the software's marketability.


## DIGITAL MARKETING SERVICES

1. **Developed and managed comprehensive digital marketing strategies**, resulting in a 30% increase in online traffic and engagement.

 **Evaluation:** Successfully grew client audiences through targeted campaigns.


 **Benefit:** Boosted client revenues with enhanced brand visibility and conversions.


2. **Implemented SEO best practices** to optimize client websites, improving search rankings and driving organic traffic.

 **Evaluation:** Achieved a 40% increase in organic search results for clients.

 **Benefit:** Reduced the need for paid advertisements, cutting client acquisition costs.

3. **Ran social media marketing campaigns** on platforms like Facebook, Instagram, and LinkedIn, significantly increasing engagement and leads.

 **Evaluation:** Increased social media engagement by 50%.

 **Benefit:** Enhanced brand awareness and customer interactions.


4. **Utilized data analytics tools** to monitor campaign performance, optimizing strategies based on data-driven insights.

 **Evaluation:** Improved campaign ROI by 20% through data optimization.


 **Benefit:** Maximized client budgets for more efficient marketing efforts.


5. **Created email marketing campaigns**, which resulted in a higher open rate and improved conversion rates.

 **Evaluation:** Increased email open rates by 25% and click-through rates by 15%.


 **Benefit:** Strengthened client-customer relationships through personalized communication.


6. **Developed pay-per-click (PPC) ad strategies**, reducing the cost-per-click while increasing ad conversions.

 **Evaluation:** Lowered client CPC by 10% and increased conversions by 20%.


 **Benefit:** Maximized client ad spend and generated more leads.


7. **Enhanced client websites** with optimized landing pages, improving the user journey and conversion rates.

 **Evaluation:** Increased conversion rates by 15%.


 **Benefit:** Clients experienced higher sales and sign-ups due to better user experiences.


8. **Conducted A/B testing on marketing assets**, identifying the most effective content and strategies.

 **Evaluation:** Improved engagement by identifying and replicating high-performing elements.

 **Benefit:** Optimized future campaigns, increasing overall effectiveness.


9. **Provided in-depth marketing reports**, offering insights and recommendations for ongoing improvements.

 **Evaluation:** Delivered actionable insights that led to strategic adjustments.

 **Benefit:** Clients made more informed decisions, improving future campaign performance.

10. **Launched and managed influencer marketing partnerships**, increasing brand exposure and credibility.

 **Evaluation:** Expanded reach to new audiences and improved brand trust.

 **Benefit:** Clients saw increased awareness and higher conversions through influencer engagement.

## OUR CLIENTS

### Under IT Support Services. (2023 TO 2024)

- LOCAL CUSTOMERS 1000+.
- DOUBLE STAR MOVIE PRODUCTION COMPANY
- PRIME TRIPLETS CONSTRUCTION COMPANY
- AFRICANS TECH HUB (International)
- CONFIDENTIAL CLIENT 1.
- BAGEON BIO ENGINEERING COMPANY
- ALEX VIDEOGRAPHY
- YEEI INSTITUTE NATEETE

### Under Software Engineering Services. (2023 - 2024)

- CLOVER TECH
- FORTIFIED CITY
- SOBANIC REFUGEE FOUNDATION (International)
- RUMPO DATING APP
- SCHOOL SYSTEM NIGERIA (International)

### Under Digital Marketing Services. (2023 - 2024)

- CHAUFFUERS ON TRAVEL
- BAG VILLA
- SAFE CAR TRACKING SYSTEMS
- CONFIDENTIAL 2 (International)
- SOBANIC REFUGEE FOUNDATION (International)
- YEEI INSTITUTE NATEETE
- CONFIDENTIAL 3

## OUR PRODUCTS / SUBSCRIPTIONS

- HR / MANAGER SYSTEM
- HOTEL MANAGEMENT SYSTEM
- SCHOOL MANAGEMENT SYSTEM
- SACCO SYSTEM
- EXCEL AND WORD TEMPLATES
- GRAPHICS AND WEB TEMPLATES

### SKILLS & COMPETENCIES IT SUPPORT SERVICES.




















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|--|---|
| System installation and maintenance        | Helpdesk management                           |
| Network administration                     | Training and mentoring                        |
| Security management                        | Performance optimization                      |
| Diagnosis and troubleshooting of IT issues | Network monitoring and optimization           |
| End-user support                           | Documentation and recordkeeping               |
| Remote support                             | Time management and problem-solving ability   |
| Backup and recovery operations             | Communication and interpersonal skills        |
| IT standard compliance                     | Knowledge of customer service best practices. |
| Automated IT systems                       |   |



## **SKILLS & COMPETENCIES SOFTWARE ENGINEERING**

-  Object-oriented programming
-  Database Design and Development
-  Relational Database Management Systems
-  Web Application Development
-  Software Architecture and Design
-  Software Development Lifecycle
-  Agile Methodologies
-  Software Testing and Quality Assurance
-  Code Version Control
-  Software Troubleshooting and Debugging
-  Cloud Platforms and Virtualization
-  Business Analysis and Requirements Gathering
-  Project Management
-  IT Security and Risk Mitigation
-  Automation and Scripting
-  Continuous Integration/Delivery
-  Data Structures and Algorithms
-  User Experience Design
-  Software Documentation
-  Technical Team Leadership

## **SKILLS & COMPETENCIES IN DIGITAL MARKETING SERVICES**

-  Search Engine Optimization (Seo)
-  Social Media Management
-  Pay-Per-Click (Ppc) Advertising
-  Content Creation And Strategy
-  Email Marketing Campaigns
-  Web Analytics And Reporting
-  Conversion Rate Optimization (Cro)
-  Influencer Marketing
-  Online Reputation Management
-  A/B Testing And Data-Driven Decision Making
-  Lead Generation And Nurturing
-  Brand Awareness And Engagement Strategies
-  Campaign Budget Management
-  Customer Relationship Management (Crm) Tools
-  Time Management And Multitasking
-  Strong Communication And Collaboration Skills
-  Knowledge Of Digital Marketing Tools And Platforms (E.G., Google Analytics, Adwords)
-  Knowledge Of Marketing Automation Tools
-  Understanding Of Consumer Behavior And Market Trends

## **TEAM**

- 1.Ssekandi Gadaffi Owen (CEO)
- 2.Mugalu Abud (IT Specialist and Sales), Freelancer
- 3.Francis (IT Specialist and Sales ), Freelancer
- 4.Freelancers called upon on contract basis

## **FROG TECH / LEGITIMATE COMPUTER SRVICES INITIATIVES**

1. Africa tech hub
2. Local computer training
3. Football (enhance through tech)
4. Entertainment, dance, music and others initiative

## VALUES

1. Integrity
2. Timeliness
3. Effective Communication
4. Accountability
5. Trust worth
6. Will get the work done.

## REFERENCES

1. Mr. Ssuna Ronald CEO Fortified City
2. Mr. Kyagulani Allan CEO Prime Triplets
3. Mr. Joseph CEO Clover Tech
4. Mr. Lukenge Patrick Lead Producer Double Star Movies
5. Mr. Simon Timberson Rumbo Dating App
6. Mr. Solomon Mulago Hospital
7. Mr. Rogers Head YEEI INSTITUTE
8. Mr. Ddungu Moses Safe Car Travel
9. Mr. Bageon Bio Chemical Engineer
10. Mr. Yusuf CEO Sobanic Foundation.
11. Mr. Kwayenda Gilva Chauffeurs on Travel
12. Mr. Alex. CEO Alex Videography
13. Mr. Saul Alexander
14. LOCAL CUSTOMERS.

## LOCATION



### Physical Location

Wakiso Kassengejje near Kabaka Tombs

+256772512749 WhatsApp and Calls

+256759816453 WhatsApp and calls



### Online Location

**Youtube and other socials:** Frog Tech and Frog Marketing (English)

Frog Tech Lug and Frog Marketing Lug (Luganda)