

JOEL MBITHI MUTUKU

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P.O Box 00100 Nairobi.

PROFESSIONAL SUMMARY

A highly motivated third-year BSc Applied Computer Science student at Chuka University with strong foundational knowledge in software engineering, artificial intelligence, machine learning, and data structures and algorithms. Skilled in applying theoretical concepts to practical problems, with a keen interest in developing innovative computing solutions. Demonstrates excellent analytical and problem-solving abilities, complemented by an understanding of the professional and social aspects of computing. Eager to undertake a practical attachment to gain hands-on experience, enhance technical skills, and contribute effectively to real-world projects. Committed to continuous learning and growth within the technology field, aiming to leverage academic knowledge to support organizational objectives during the attachment period.

KEY COMPETENCIES

Software Development	Problem Solving	Team leadership
Technical Proficiency	Team Collaboration	Communication
Attention to Detail	Time Management	Adaptability

PROFESSIONAL EXPERIENCE

Fanikisha (J) Ventures

May 2023- August 2023

Marketer

Duties and Responsibilities

- Developed and implemented marketing strategies for both physical and online platforms.
- Managed social media accounts, creating and scheduling engaging content to attract and retain customers.
- Conducted market research to identify target audiences and improve campaign effectiveness.
- Engaged with customers directly to promote products and gather feedback.
- Monitored marketing campaign performance and reported insights to management for improvement.
- Coordinated with the sales team to align marketing efforts with sales objectives.
- Organized and participated in promotional events to increase brand awareness and customer engagement.

Key Achievements

- Increased social media engagement by 30% within six months through targeted content and campaigns.
- Successfully boosted online sales by 20% during promotional periods.
- Played a key role in expanding the customer base by reaching new market segments via online marketing.
- Recognized by management for creativity and dedication in improving brand visibility.

EDUCATION

2022- Present: Chuka University

Bsc Applied Computer Science

2017-2021: Kilungu Boys School

Kenya Certificate of Secondary Education (KCSE)

2009-2016: Inyokoni Primary Primary School

Kenya Certificate of Primary Education (KCPE)

QUALIFICATIONS

- ALX Certificate
 - KCSE (Kenya Certificate of Secondary Education) – KNEC Certificate
 - KCPE (Kenya Certificate of Primary Education) – KNEC Certificate
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SKILLS

- Full-stack web development
 - Proficient in programming languages: Java, C, C++, JavaScript, HTML, CSS, Node.js, SQL
 - Strong communication skills
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REFEREES

Available Upon Request