





Isaac Kimura

SEO Executive & Web Developer | Data Enthusiast |
BSc. Information Technology

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Professional Profile

A talented Web Developer with over 3 years' hands-on experience efficiently coding websites and applications using modern HTML, CSS, and JavaScript. Leverages sound knowledge in the use of SEO approaches to increase engagement and business visibility in online searches. Highly experienced in full project lifecycle from design to implementation to integration. Adept at using various web design software to develop customer-focused websites and designs and is strongly committed to delivering high standards of service, user experience, usability and speed for multiple types of end-users. Highly organized and responsible, with exceptional planning, organizational and time management skills, necessary to perform and prioritize multiple tasks simultaneously, while paying stringent attention to detail. Creative and resourceful, with outstanding problem-solving and analytical skills required to ensure operations, processes and systems run seamlessly. An ambitious, self-motivated and goal-oriented person with outstanding coordination and team leadership abilities.

Skills and Competencies

JQuery	● ● ● ○ ○	Good
HTML5	● ● ● ● ●	Excellent
Software Development	● ● ● ● ●	Excellent
JavaScript	● ● ● ● ●	Excellent
Extensible Markup Language (XML)	● ● ● ○ ○	Good
C# ASP.NET mvc	● ● ● ○ ○	Good
MVC Framework	● ● ● ● ●	Excellent
Python	● ● ● ○ ○	Good
Reactjs/nodejs	● ● ● ● ○	Very Good
Hypertext Preprocessor (PHP)	● ● ● ○ ○	Good
SEO Expertise	● ● ● ● ●	Excellent
Report Writing	● ● ● ● ●	Excellent
Google Analystist (Certified)	● ● ● ● ●	Excellent
SQL	● ● ● ● ○	Very Good

Career Summary

 SEO Executive and Lead Software Developer	July 2018 to Present
 iProspect East Africa Limited, Dentsu, Nairobi.	



Key Accomplishments

- Increased the organic traffic for my client's websites and also the average website position on the SERP from 14.9 to 7.8 in a span of one year and from 11 to 7 in a span of less than 6 months.
- Developed and deployed web applications using framework like codeigniter and websites using WordPress CMS and custom templates

Duties



- Carrying out website audits & coming up with the best SEO campaign strategy
- Running a comprehensive Keyword research to be used in the SEO campaigns
- Implementing an SEO campaign from scratch for clients, & consistently improving the SEO score for their websites by monitoring & improving our SEO efforts
- Giving recommendations on viable SEO opportunities
- Designing, implementing and monitoring web pages and sites for continuous improvement
- Testing websites and performing troubleshooting prior to deployment
- Maintaining existing applications, designing and delivering new applications
- Evaluating project requirements and specifications and developing software applications that surpass client expectations
- Monitoring performance of clients' marketing strategies and statistics to identify areas of improvement

- Providing detailed reporting and analyses on client website performance and audience overview and giving the necessary recommendations.
- Creating company online marketing strategies
- Reviewing and optimizing client sites to improve keyword targeting in URL, website architecture and content strategies
- Producing and submitting weekly reports outlining progress against key KPI
- Performing in-depth competitor reviews to check competitor activities with ad placement, keyword use, Placement bids and landing pages

 Software Developer
 First World, Kahawa West, Nairobi

Nov 2017 to May 2018



- Developed object-oriented software, including (<https://ideacorporation.co.ke/register>) web application for online money lending
- Tested websites and performed troubleshooting prior to deployment
- Collaborated on all stages of systems development lifecycle, from requirements gathering to production releases

 Internship Program
 Ministry of Education, Nairobi

May to Aug 2015

- Patched software and installed new versions to eliminate security problems and protect data
- Configured hardware, devices and software to set up work stations for employees
- Removed and replaced malfunctioning components to correct hardware problems
- Responded to support requests from end users and patiently walked individuals through basic troubleshooting tasks
- Removed malware, ransomware and other threats from laptops and desktop systems
- Assessed system hardware and software and suggested modifications to reduce lag time and improve overall speed
- Explained technical information in clear terms to non-technical individuals to promote better understanding
- Gained important skills from networking, hardware troubleshooting and helped in solving and troubleshooting both in networking and hardware

Education

 Bachelor of Science: Bachelor in Information Technology
 Jomo Kenyatta University of Agriculture and Technology, Juja, Kiambu County

Jan 2015 to Dec 2017



 Diploma: Information Technology | J.K.U.A.T



2002



Software

- <http://cadburygenerosity.co.ke/>
- <https://cancer.icealion.com/>

References

 Joel Rao – Line Manager iProspect East Africa Ltd
 0716 518 628

 Alphonse Muthoka – Lead Software Developer, First World
 0724 237 824

 Amos Omoro – Attachment Supervisor, MOE – Department of ICT
 P.O Box 9583-00200, Nairobi