

KAHENI PETER

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<https://KaheniSatima.github.io/kaheni-portfolio>

PROFESSIONAL SUMMARY

Motivated and adaptable Computer Science undergraduate (expected to graduate October 2025) from Karatina University with a strong foundation in technology, digital marketing, and content strategy.

Skilled in data analysis, digital solutions, and campaign management, with hands-on experience in developing and executing initiatives that enhance visibility and engagement.

Adept at collaborating across teams, learning quickly, and applying innovative approaches to drive brand growth and customer value. Passionate about building a career in digital marketing through structured training and professional development, while contributing to impactful digital campaigns and organizational growth.

SKILLS

- Digital Marketing Strategy & Campaign Management
- Content Creation & Brand Storytelling (blogs, social media, web)
- SEO & SEM (Google Ads, keyword optimization, analytics)
- Social Media Marketing & Engagement (Meta Business Suite, LinkedIn, X)
- Graphic Design & Multimedia (Canva)
- Marketing Analytics & Reporting (Google Analytics)
- Email Marketing & Automation (Mailchimp, HubSpot)
- Strong Communication, Collaboration & Leadership

WORK EXPERIENCE

1. IT Specialist (Attachment)

International Jaamia of Languages and Professional Studies (IJLAPS), GIGIRI Branch

May – July 2024

- Provided IT support and trained staff in using essential digital tools.
- Managed and secured the institution's computer network and hardware infrastructure.
- Contributed to updating and maintaining the institution's website.
- Assisted in transitioning manual processes to digital systems, improving administrative efficiency.

Key Achievements:

- Improved Infrastructure & Network Management
- Digital Transformation & Automation
- Cybersecurity & Data Protection
- Website & Online Presence Development
- Tech Support & User Training

2. Mwangaza Wellness & Medical Centre (Internship)

JUNE 2025 –JULY 2025

- **Website Development & Optimization:** Designed and developed the organization's official website, improving online visibility and accessibility of healthcare services.
 - **Digital Marketing & Social Media Management:** Created and managed social media campaigns across multiple platforms, resulting in **30%+ increase in audience engagement** and improved brand awareness.
 - **Marketing Strategy:** Coordinated targeted digital marketing initiatives, enhancing service outreach and patient engagement.
 - **IT Support:** Provided technical support and implemented IT solutions that streamlined internal processes and improved digital operations.
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EDUCATION

Bachelor of Science in Computer Science

Karatina University

Expected Graduation: October 2025

REFERENCES

Rachael Wanjiku

Manager, IJLAPS GIGIRI Branch

0752 171 616

Zablon Birundu

Head of Department, Computer Science – Karatina University

0725 242 180