

## CURRICULUM VITAE

### PERSONAL INFORMATION

Name: Alexander Nzioka

Phone Number: +254 746 008 802

Email: anzioka275@gmail.com

Address: Nairobi, Kenya 00100, Myers, Kawangware

Marital Status: Single

Nationality: Kenyan

Languages: Fluent in Kiswahili and English

Gender: Male

ID Number: 39484446

Religion: Christian

### EDUCATION BACKGROUND

**Primary School:** Kavilila Primary School-2008-2015

**Secondary School:** Ndithini Secondary School-2016-2019

**Balozi College:** Completed Computer Packages-2020

**Nairobi Technical Training Institute:** Pursued studies in Electrical Engineering-2021 (changed majors to ICT)

**Summit Institute Of Professionals:** Enrolled in Information And Communication Technology- 2022-2025

**Franky's Foundation:** Received training in Phone And Laptop Repair-2023

**Online Courses:**

- **Online Marketing**

- Completed an intensive online marketing course at Udemy in 2023.

- Acquired in-depth knowledge of online marketing strategies, including SEO, SEM, and social media advertising.
- **Social Media Management**
  - Successfully completed a comprehensive social media management course on Udemy in 2023.
  - Gained hands-on experience in developing and implementing effective social media strategies.
- **Website Development**
  - Mastered website development by familiarizing HTML, CSS, Javascript and WordPress through an online course on Udemy in 2023.
  - Developed practical skills in designing, building, and maintaining websites on these platforms.

## **SKILLS**

### **Computer Applications**

#### **Microsoft Office Suite (Word, Excel, PowerPoint):**

- Word: Proficient in creating and formatting documents, including advanced features such as styles, templates, and mail merge.
- Excel: Skilled in data analysis, formulae, and pivot tables for effective spreadsheet management. Experience in developing complex models for business analysis.
- PowerPoint: Adept at creating engaging presentations with a focus on visual appeal and effective communication.

#### **Data Analysis and Report Generation:**

Utilize advanced functions in Excel for in-depth data analysis, including VLOOKUP, HLOOKUP, and conditional formatting.

Proficient in creating custom reports and dashboards to convey complex information in a clear and concise manner.

Experience in data visualization tools to present findings in an accessible and impactful way.

## **Technical Repair**

### **Mobile Phone Repair:**

Demonstrated expertise in diagnosing and repairing a wide range of mobile phone issues, including hardware malfunctions and software glitches.

Proficient in disassembling and reassembling various mobile phone models to address hardware concerns such as broken screens, faulty batteries, and damaged components.

Utilized advanced diagnostic tools and techniques to identify and resolve complex issues efficiently.

### **Laptop Repair:**

Extensive experience in troubleshooting and repairing laptops, covering both hardware and software issues.

Proficient in diagnosing and resolving hardware problems, including but not limited to malfunctioning keyboards, faulty motherboards, and issues with memory and storage components.

Adept at addressing software-related issues by conducting thorough system analyses, implementing software updates, and resolving compatibility problems.

### **Hardware and Software Issue Diagnosis:**

Applied a systematic approach to identify and analyze hardware and software issues, ensuring accurate and efficient problem diagnosis.

Utilized diagnostic tools, equipment, and software to conduct comprehensive assessments, resulting in precise identification of technical issues.

### **Resolution Skills:**

Developed efficient and effective strategies for resolving technical problems promptly, minimizing downtime for devices.

Implemented practical solutions, ranging from repairing or replacing hardware components to executing software updates and patches.

Collaborated with vendors and manufacturers to obtain necessary parts and technical support, ensuring timely and cost-effective solutions.

## **Web Development:**

### *Content Management Systems (CMS):*

- Expertise in Coding and WordPress, specializing in designing and customizing websites within these platforms.
- Proficient in utilizing HTML, CSS, Javascript and WordPress Gutenberg to create visually appealing and user-friendly websites.

### *Frontend Development:*

- Skilled in developing responsive and interactive website.
- Extensive experience in customizing Website themes to meet specific design requirements.

### *Backend Development:*

- Familiarity with backend functionalities of WordPress, including theme and plugin customization.
- Understanding of backend development within the WordPress environment.

### *Mobile Responsiveness:*

- Ensuring optimal performance and user experience across various devices through responsive design techniques.

### *Troubleshooting and Issue Resolution:*

- Proven ability to identify and resolve technical issues within efficiently.
- Experience in troubleshooting and resolving compatibility issues with plugins and themes.

### *Search Engine Optimization (SEO):*

- Implementing SEO best practices within a website to enhance visibility and rankings.
- Utilizing WordPress SEO plugins to optimize content and meta tags.

### *Performance Optimization:*

- Optimizing website speed and performance through different optimization techniques.
- Implementing caching strategies and image optimization for improved load times.

### *Customization and Integration:*

- Expertise in customizing website templates to align with brand aesthetics.
- Integrating third-party tools, widgets, and APIs seamlessly into websites.

### *Security Best Practices:*

- Implementing security measures to safeguard websites against potential threats.

- Regularly updating plugins, themes, and core files for enhanced security.

## **Design and Multimedia**

### **Photography:**

- Proficient in both digital and film photography.
- Demonstrated ability to capture compelling images through an acute understanding of composition, lighting, and subject matter.
- Expertise in post-processing and editing using industry-standard software, ensuring high-quality final results.

### **Graphic Design:**

- Advanced skills in graphic design using Adobe Photoshop, Canva.
- Experience in creating visually appealing and effective designs for a variety of purposes, including marketing materials, social media content, and promotional materials.
- A keen eye for aesthetics, color theory, and typography to deliver impactful visual communication.

### **Video Editing:**

- Comprehensive proficiency in video editing, utilizing software tools to produce polished and engaging videos.
- Experience in editing various types of content, including promotional videos, tutorials, and event highlights.
- Knowledge of video production techniques, ensuring a seamless and professional final product.

## **Digital Marketing Skills:**

**SEO Optimization:** Proficient in optimizing web content for search engines to improve visibility and drive organic traffic.

**Social Media Advertising:** Experience in creating and managing targeted ad campaigns across various social media platforms.

**Content Marketing:** Skilled in crafting engaging and valuable content to attract and retain a specific audience.

Email Marketing: Proficient in creating and executing effective email campaigns to nurture leads and drive conversions.

**Online Marketing Skills:**

Google Analytics: Proficient in utilizing analytics tools to track website performance and user behavior for strategic decision-making.

PPC Campaigns: Experienced in managing pay-per-click campaigns to maximize ROI and drive traffic.

Conversion Rate Optimization: Knowledgeable in employing strategies to improve website performance and increase the percentage of visitors converting into customers.

Online Advertising Strategies: Well-versed in developing and implementing comprehensive online advertising strategies for diverse audiences and platforms.

**WORK EXPERIENCE(& INTERNSHIPS)**

**Phone Repair Technician**

Job Description: As a Phone Repair Technician, I was responsible for diagnosing and repairing various mobile phone issues, including hardware and software issues at Customer Link, Caricare Service Kenya, and Tricom.

*Key Achievements:*

- Successfully repaired a wide range of phone models, achieving a high customer satisfaction rate.
- Developed expertise in troubleshooting and resolving complex technical problems.
- Maintained organized records of repairs and inventory management.

**Laptop Repair Technician**

Job Description: In my role as a Laptop Repair Technician, I specialized in diagnosing and repairing laptop hardware and software issues, providing efficient solutions to clients Tufix Phones & Laptops and Get It Fixed.

*Key Achievements:*

- Consistently met or exceeded repair turnaround time, ensuring minimal client downtime.
- Demonstrated exceptional skills in identifying and replacing faulty laptop components.

- Conducted thorough system diagnostics to resolve software-related issues effectively.

### **Web Developer**

Job Description: As a Web Developer, I designed and developed websites and web applications, utilizing a range of programming languages and frameworks at Webwise Solutions and FusionX.

*Key Achievements:*

- Designed and built responsive and user-friendly websites for clients across various industries.
- Collaborated with cross-functional teams to meet project deadlines and deliver exceptional results.
- Stayed updated with the latest web development trends and technologies.

### **Graphic Designer**

Job Description: As a Graphic Designer, I used my creative skills to design visual content, including logos, marketing materials, and digital graphics as a freelancer at Fiverr.com, Freelancer.com and Upwork.com

*Key Achievements:*

Designed compelling marketing collateral that contributed to increased brand visibility and sales.

Collaborated with marketing teams to develop consistent branding across various platforms.

Proficient in using design software such as Adobe Creative Suite.

### **Photographer**

Job Description: In my role as a Photographer, I captured memorable moments and created stunning visual content, specializing in various photography styles at CBD.

*Key Achievements:*

Produced high-quality photographs for events, portraits, and product photography.

### **Digital Marketing Specialist**

Developed and executed comprehensive SEO strategies, resulting in a 30% in organic search traffic within six months.

Managed and optimized social media advertising campaigns, achieving an achievement of a 20% increase in click-through rates through targeted social media ad campaigns.

Created compelling content marketing campaigns that led to a 40% in engagement and increase in website traffic through compelling content marketing strategies.

Implemented targeted email marketing campaigns, resulting in 25% in email open rates results.

### **Online Marketing| Sentinel**

Utilized Google Analytics to analyze website performance, identifying key areas for improvement and implementing strategies that resulted in Reduced bounce rate of 20% through targeted optimizations based on Google Analytics insights.

Managed successful PPC campaigns, optimizing ad spend and achieving to lowered cost per click by 15% while maintaining a 30% increase in conversion rates in PPC campaigns.

Implemented conversion rate optimization strategies, resulting in an Increased website conversion rate by 25% through effective optimization strategies.

Online Advertising Strategies-Developed and executed online advertising strategies across multiple platforms, driving to Increased brand awareness by 40% through targeted online advertising campaigns across platforms.

### **PERSONAL ATTRIBUTES**

Honest: Reliable, transparent, and committed to ethical conduct.

Patient: Effective problem solver, conflict resolver, and mentor.

Trustworthy: Consistent, confidential, and dependable.

Obedient: Adaptable, respectful of authority, and aligned with values.

Fast Learner: Adaptive, productive, and skilled at problem-solving.

### **HOBBIES**

Socializing: Enjoy connecting with others, fostering relationships, and networking.

Listening to Music: Find relaxation and inspiration through diverse musical genres.

Traveling: Passionate about exploring new places, cultures, and gaining diverse experiences.

**REFEREES**

Rebecca Muoki

Phone: +254 797 211 406

Anthony Nzioka

Phone: +254 710 918 732

Alex Kibet

Phone: +254 740 301 844