

MERCY CHELIMO SITIENEI

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SUMMARY

Front-end developer with a solid foundation in data analysis, seamlessly blending coding expertise with analytical prowess. Proficient in crafting visually appealing and user-friendly websites, leveraging data insights to enhance user experiences. Translates complex data into actionable strategies, bringing a unique intersection of development and analytics to drive innovative solutions.

WORK EXPERIENCE

June 2022 to December 2023

Data Analyst - Khetia Drapers Limited

- Spearheaded the management, tracking, and reporting of salespersons' data, resulting in a streamlined approach that increased overall sales efficiency by 50%
- Developed and implemented advanced algorithms and predictive models to address specific business challenges, optimizing key performance indicators
- Utilized available company and competitor data to gain comprehensive insights into the current market landscape, guiding the development of strategic solutions that directly influenced a 30% boost in market share
- Employed various analytical tools and methods to provide valuable insights for the enhancement of business decision-making processes, ensuring a 15% improvement in overall operational efficiency
- Monitored and analyzed the company's product performance, leading to strategic adjustment and improving customer satisfaction by 35%
- Systematically organized research activities, analyzed findings and crafted concise reports and visualizations for presentation to company directors

- Conducted comprehensive customer segmentation analysis, identifying key customer segments and their unique preferences, resulting in targeted marketing campaigns that increased customer engagement by 40% and boosted sales by 25%

September 2021 to December 2021

Finance Intern- Kenya Power and Lighting Company Limited

- Conducted analysis of accounts, uncovering and rectifying improper accounting procedures and strengthening control measures, resulting in a 70% reduction in financial discrepancies
- Assisted in the preparation of bank reconciliation statements, contributing to a 15% improvement in financial accuracy and facilitating seamless financial audits
- Prepared pay muster rolls for casual workers, implementing efficiency measures that reduced processing time by 25% and minimized payroll errors
- Teamed up with the management accounting unit to prepare and regularize financial statements. This collaborative effort enhanced financial transparency, leading to a 30% increase in stakeholder confidence and facilitating more informed strategic decision-making
- Revamped and fine-tuned the payment voucher process, resulting in a 20% boost in efficiency through punctual posting and detailed updates. This guarantees precise financial records and facilitates prompt decision-making

EDUCATION

Front-End Development

October 2023 to Present

Azubi Africa – Online

Bachelor of Science in Economics and Mathematics

May 2018 to December 2021

Second Class Honors

Kabarak University – Nakuru, Kenya.

Certified Investment and Financial Analyst
January 2020 to November 2020

Pass

Kings College of Accountancy – Eldoret, Kenya.

SKILLS

- Microsoft Excel (including advanced functions and pivot tables)
- Google sheets
- Python
- R
- Git
- HTML
- CSS
- JavaScript

PROJECTS

Law Firm Site Project

Developer

GitHub link: <https://github.com/MercySitienei/project-C5.git>

Developed a responsive law firm website using HTML5 and CSS