**MERCY CHELIMO SITIENEI**

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**WORK EXPERIENCE**

**March 2024 to May 2024**

**Web Development Intern – Zidio Development**

* Collaboratively developing a Feedback Collection System leveraging MongoDB, Express.js, React.js, HTML, Tailwind CSS, and node.js.
* Implementing user-friendly interfaces and customizable forms for real-time data submission, to achieve a 25% reduction in submission time and a 20% increase in completion rates.
* Ensuring data security through encryption, regular audits, and secure user authentication.
* Providing administrators with comprehensive analytics tools for feedback tracking, integration capabilities, and visual representations.
* Spearheaded the implementation of version control for survey forms, integrated external platforms, and diversified export options, resulting in a 30% increase in overall system adaptability and a notable reduction in system downtime.

**March 2024 to April 2024**

**Web Development Intern – CodSoft**

* Developed responsive and intuitive web interfaces using HTML5, CSS3, and JavaScript, resulting in a 20% increase in website traffic and a 15% decrease in bounce rate.
* Conducted comprehensive testing and debugging of web applications, resulting in a 25% decrease in bug occurrences and a 40% improvement in overall application stability.
* Implemented performance optimization techniques leading to a 25% improvement in website loading speed and enhancing user experience.
* Collaborated with cross-functional teams to gather requirements, provide technical guidance, and ensure alignment with project objectives, resulting in a 20% reduction in development time and improved project efficiency.

**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%.
* Demonstrated leadership by systematically organizing research activities, analyzing findings, and crafting 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%.

**EDUCATION**

**Front-End Development - October 2023 to June 2024**

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**

Kings College of Accountancy – Eldoret, Kenya.

**SKILLS**

* Advanced Excel
* Analytical Skills
* HTML, CSS
* Git
* R programming language
* JavaScript
* MongoDB
* React.js
* Problem-solving
* Multitasking