

# Maxwell Nzyoka Mwaka

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## Skills

### Programming Languages

Python, C++, Java

### Web Technologies for Front-End Development

HTML, CSS, JavaScript, ReactJs

### Version Control

Git

### Database Management

Relational Database Management Systems (MySQL). Database Design, Modeling, and Manipulation.

### Data Visualization Tools

Tableau, Ms Excel

### Microsoft Suite

Excel, Word, PowerPoint, MS365

### Networking

Computer Networks (LAN, WAN, MAN), DNS, Firewalls and Security, Virtualization.

### Search Engine Optimization

Surfer SEO

### Operating Systems

Windows, Mac OS, Linux

### Troubleshooting

## Education and Training

### Bsc in Information

#### Technology,

*Kenyatta University*

2018 – 2022 | Nairobi, Kenya

## Professional Experience

### SEO Article Writer, *Keynote Technologies*

January 2023 – June 2023 | Nairobi, Kenya

#### Tech Stack: Surfer SEO

#### Responsibilities:

- Conducting comprehensive keyword research to identify at least 50 relevant and high-traffic keywords related to the website's target audience and industry.
- Writing engaging and informative articles, blog posts, and other web content with a target of at least 1500 words that align with the website's theme and keywords; increased organic traffic by 40% and achieved top ranking on search engine results pages (SERPs).
- Incorporating the identified keywords naturally and strategically into the content, aiming for a keyword density of around 2% without compromising readability; achieved a minimum of 80% relevancy score for the targeted keywords in the content using SurferSEO.
- Collaborating with the web developer and content managers to optimize on-page elements such as meta tags, URLs, and internal linking; improved the website's overall SEO by at least 20 points.
- Keeping track of the performance of the published articles and analyzing their impact on website traffic and search engine rankings to ensure they are within the top 10 positions in SERPs.

### IT Support Attachee, *Mini Group of Companies*

January 2022 – March 2022 | Nairobi, Kenya

**Tech stack:** Operating systems, Virtualization, Backup and Recovery, basic Programming concepts, Networking.

#### Responsibilities:

- Facilitated the installation, updating, and maintenance of 20 software applications, including 5 operating systems and 7 productivity tools.
- Helped with the setup, installation, and configuration of computers, printers, peripherals, and other IT equipment for at least 10 employees.
- Troubleshooting software systems and IT-related machines like servers and other network devices, resolving 80% of reported issues within 24 hours.
- Observing and monitoring IT systems to ensure they are running efficiently, and reporting any irregularities or potential issues, by conducting 3 system health checks per week.
- Helped with basic network troubleshooting for at least 5 connectivity issues per month, resolving 80% of them on the first call or visit.
- Assisting in data backup processes to make sure critical information is securely stored, and participating in data recovery efforts if necessary with a data recovery success rate of 95%.
- Collaborated with the IT team on at least 3 projects, such as system upgrades, software migrations, and hardware replacements.
- Provided remote support to users located in different offices or branches, resolving at least 80% of issues remotely.
- Participated in 3 IT security initiatives, such as implementing antivirus updates, conducting security audits, and educating users about security best practices.
- Assisted in conducting training sessions or workshops for users, with 95% of attendees reporting improved IT skills and confidence in using software and tools effectively.

## References

**Riffat Manji**, *HOD*, Mini Group of Companies

Riffat.manji@minigrp.com

**Kennedy Ngenga**, *Managing Director*, Keynote Technologies

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**Winnie Muema**, *Head Accountant*, Habana Investment

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