

# Peggy Kimotho

## Full-Stack Software Developer/Digital Marketer

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## Profile

I am a certified, experienced, and result-driven software development and digital marketing professional skilled in building innovative and impactful web applications and implementing digital strategies that enhance brand growth. My expertise lies in utilizing HTML, CSS, JavaScript, React, Bootstrap, Python and Flask to bring ideas to life.

## Skills

Digital marketing | SEO optimization | Copywriting | Software development

**Tech skills:** HTML | CSS | Bootstrap | Figma | JavaScript | React | Python | Flask | SQL

**Soft skills:** Proactive | Adaptable | Team player

## Professional Experience

**Software Developer Student - Moringa School** - May 2023 - November 2023

- Developed frontend applications that promote excellent user experience through the use of HTML, CSS, Javascript and React.
- Developed backend applications that can manipulate data stored in the database system using Python, SQL and Flask.
- Worked with diverse APIs and successfully integrated them into my projects.
- Developed proficiency in Git and GitHub collaborations with team members.
- Deepened my understanding of fundamental data structures and algorithms and their role in optimizing the performance of software applications and solving complex problems.

**Link ->** [My Portfolio](#)

### **The Legacy Hub - Copywriter/Digital Marketer - May 2022 - July 2023**

- Copywriting. Wrote engaging and interactive content on the company's website to help in marketing the company's products and services. Incorporated search engine optimization (SEO) techniques into content to improve online visibility and organic search rankings.
- Email Marketing. Developed email marketing strategy, crafted successful email marketing campaigns and analyzed performance to gain insight and improve strategies.
- WordPress website management. Optimized the company's website for search engine visibility using tools/plugins such as Yoast and Google Analytics to enhance website traffic and improve performance.
- Social media management. Created infographics on Canva and monitored and analyzed metrics to evaluate marketing strategy.

### **Freelance Virtual Assistant - 2020 - May 2022**

#### **Growworth Consulting - Admin Assistant**

- Community management and customer support. Responded to inquiries on email and direct messages on social media.
- Scheduled meetings on the calendar with clients.
- Managed and did follow-ups on tasks on Notion and Slack our collaboration tools.
- Social Media Management. Developed a monthly content strategy, created a content calendar, designed content graphics on Canva and wrote optimized captions relevant for social media marketing.

#### **Dollars Makes Cents - Social Media Manager**

- Researched and created social media content for the social media pages.
- Managed the content calendar and scheduled posts.
- Engaged with the audience and responded to inquiries.
- Analyzed the performance of the pages' posts.
- Community management.

**Link -> [Client Reviews](#)**

## **Education**

**Software Engineering** - Moringa School - 2023

**Digital Marketing** - Google Digital Skills Of Africa - 2020

**Bachelor of Food Nutrition and Dietetics** - South Eastern Kenya University - 2015-2018