Curriculum Vitae

Name: Samuel Niyonsenga

Position: Digital Marketing & Customer Support Specialist

Company: Ireme Technologies Ltd

Email: sniyonsenga123@gmail.com

Phone: +250 782 567 921

Location: Kigali, Rwanda

Professional Summary

A results-driven Digital Marketing and Customer Support Specialist at Ireme Technologies with a solid background in technical support, programming, and data analysis. I bring a unique combination of digital marketing strategy, data-driven decision-making, and customer experience management. With Google certifications in Programming and Data Analysis, I leverage technology to optimize marketing campaigns, enhance client satisfaction, and deliver measurable results.

Professional Experience

Digital Marketing & Customer Support Specialist – Ireme Technologies Ltd

January 2025 – Present | Kigali, Rwanda

- Plan and execute digital marketing campaigns across social media, email, and web platforms to promote company services and increase brand visibility.
- Manage customer relationships by responding promptly to inquiries, providing solutions, and maintaining a high level of satisfaction.
- Analyze customer feedback and marketing data to improve engagement strategies and service quality.
- Utilize SEO and content marketing to increase online presence and attract potential clients.
- Provide technical support for digital tools, ensuring smooth communication between clients and internal teams.
- Collaborate with software and web development teams to ensure that marketing systems and client platforms run effectively.

Education & Certifications

Short Course: Programming Foundations – Google Career Certificate

Short Course: Data Analysis Fundamentals – Google Career Certificate

Diploma in Computer Science – G.S Busanza, Rwanda

Technical & Professional Skills

• Digital Marketing: SEO, SEM, Social Media Management, Email Marketing, and Content Strategy
• Customer Support: CRM systems, customer engagement, issue resolution, and satisfaction tracking
• Programming: JavaScript, HTML5, CSS3, PHP
• Data Analysis: Google Sheets, Excel, Power BI, and Google Analytics
• Tools: Google Workspace, Meta Business Suite, Canva, and Microsoft Office Suite

Soft Skills

• Excellent communication and interpersonal skills
• Strong analytical and problem-solving abilities
• Creativity and adaptability

- Time management and teamwork
- Customer-centric mindset

Languages
- English – Fluent
- Kinyarwanda – Native
- Kiswahili – Intermediate

References
Nshimiyimana Bonheur
Tel: +250 795253269
Position: IT Support At Universal Forex

MUKAMPAZIMPAKA Epiphania
Tel: +250 0785721818
Position: CEO of Universal Forex

Bayavuge Wellars
Tel: +250 788246833
Position: Technical Support at RWANDA PLASTICS INDUSTRY