

# Sidney Mwanzia

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## Summary

Results-driven Customer Service and Sales professional with a proven track record of enhancing customer satisfaction and driving revenue growth. Possesses strong analytical skills and hands-on experience in web development, proficient in JavaScript, HTML5, CSS, and Bootstrap framework. Specialized in Search Engine Optimization (SEO) and Search Engine Marketing (SEM) to optimize online visibility and increase web traffic.

As a Freelance Web Developer, I have successfully executed projects, showcasing expertise in PHP, Microsoft SQL Server, and responsive web design. My diverse experience includes a role as a Debt Collector at Apex Collections Africa Ltd, where I demonstrated effective communication and negotiation skills. Additionally, I contributed to the success of Billilight Entertainment Company as a Sales Staff, highlighting my ability to thrive in dynamic, fast-paced environments.

Combining academic writing experience with practical skills, I bring a unique blend of creativity and technical proficiency to every project. Currently based in Nairobi County, Kenya, I am dedicated to delivering high-quality solutions and exceeding client expectations. Open to exciting opportunities that allow me to leverage my skills and contribute to innovative projects.

## Experience

### Freelance Web Developer

Freelance

2023 - Present (1 year)



### Debt Collector

Apex Collections Africa Ltd

May 2023 - Jul 2023 (3 months)

As a Debt Collection Specialist at Apex Collection Africa, I showcased expertise in debt recovery with a focus on teamwork and meeting collection targets consistently. Collaborated within a group environment to strategically plan and execute debt collection initiatives, utilizing analytical skills to enhance efficiency. Achieved exceptional results in meeting and exceeding collection goals while maintaining a consistent and high level of performance. Demonstrated proficiency in navigating challenges and ensuring the successful recovery of outstanding debts through strategic planning and effective team collaboration.

### Sales Staff

Billilight Entertainment Company

Dec 2022 - Jan 2023 (2 months)

As a Retail Salesman at Billilight, I excelled in selling a diverse range of toys, from toy guns to Rubik's cubes, watches, and remote-controlled cars. Managed end-to-end sales processes, focusing on customer satisfaction and maintaining strong client relationships. Demonstrated exceptional

analytical skills in strategically planning and executing sales initiatives. Additionally, played a key role in expanding the company's reach by creating a dynamic website. Achieved success in an open-door work environment by actively engaging and enticing customers to make informed toy purchases

## **Social Media Marketing Specialist**

### **Mamadobi App**

May 2022 - Nov 2022 (7 months)

As a Social Media Marketing Specialist at Mamadobi App, I was part of impactful marketing campaigns through Search Engine Marketing and Online Marketing channels. Leveraged analytical skills to optimize and refine strategies, ensuring maximum online visibility and engagement. Executed comprehensive social media plans, driving brand awareness and customer acquisition. Successfully implemented data-driven approaches to enhance online presence and boost conversion rates. Contributed to the company's growth by strategically navigating the digital landscape, establishing Mamadobi App as a prominent player in the market.

## **Casino Dealer**

### **Hotel Casino Golden Palace**

May 2021 - Jan 2022 (9 months)

As a Casino Dealer at Golden Palace Casino, I specialized in dealing various games, including 7 Card Poker, Roulette, and Baccarat. Demonstrated exceptional skills in game management, ensuring a seamless and enjoyable gaming experience for patrons. Proficient in maintaining the integrity of casino operations, implementing strategic game plans, and upholding high standards of customer service. Excelled in fostering customer satisfaction through engaging interactions and precise game execution, contributing to the overall success of Golden Palace Casino.

## **Education**

### **Pioneer International University**

Bachelor's degree, Information Technology

2021 - 2025

### **Google Careers**

CS50 Harvard Course

Nov 2023 - May 2024

### **ST. Charles Lwanga High School**

KCSE, High School/Secondary Certificate Programs

2016 - Apr 2021

### **Open Learn Platform**

Certificate, Responsive Web Design

### **Open Learn Platform**

Certificate, System Modelling

## **Skills**

Semantic HTML • jQuery • Social Media Marketing • Marketing Strategy • Online Marketing •  
Baccarat • Roulette • Game Management • Exceeding Targets • Web Development