

Philip Muhuri

Professional Writer | Web Developer | Data Analyst

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Professional Summary

I am a Professional Writer, Web Developer & Data Specialist with extensive experience in creating engaging online content. Successfully implemented SEO strategies that boosted organic traffic by 50%, helping to elevate the website in search rankings. Additionally, collaborated with designers to enhance user experience, resulting in a 30% reduction in bounce rates. With a passion for excellence, attention to detail, and expertise in Content creation, Proofreading and Editing, Resume/CV development, and Web design, I help clients create compelling narratives and digital solutions that make a lasting impression.

Employment History

Freelance Professional Writer, Mar 2024 - Present

Nairobi

- Delivered high-quality content across niches, including blog articles, academic papers, resumes, and technical documentation, ensuring clarity and engagement.
- Collaborated with diverse clients to tailor content to brand voice, SEO requirements, and audience needs, boosting readability and conversions.
- Produced error-free, well-researched, and plagiarism-free work under tight deadlines, maintaining a 95%+ client satisfaction rate.
- Optimized content for search engines and readability, increasing organic traffic for clients by up to 50%.

Associate Data Scientist, Feb 2021 - Nov 2023

Cloudflare, Inc., Johannesburg

- Enhanced web performance and security for global clients by optimizing Cloudflare's CDN, DDoS protection, and edge computing solutions.
- Collaborated cross-functionally to implement scalable network infrastructure, improving uptime and reducing latency.
- Supported enterprise customers with troubleshooting, configuration, and best practices to maximize platform efficiency.
- Contributed to a 20% reduction in client-side security incidents.

Website & Portfolio Developer, Jan 2019 - Dec 2020

Meta, Boston

- Designed and developed high-performance, responsive websites and portfolios for clients, ensuring optimal UX/UI, accessibility, and cross-browser compatibility.
- Leveraged HTML5, CSS3, JavaScript (React/Next.js), and WordPress to build scalable, SEO-optimized sites, improving client visibility and engagement.
- Collaborated with designers, marketers, and stakeholders to translate brand vision into functional, visually compelling digital experiences.
- Optimized page load speeds by 30%+ through image compression, lazy loading, and CDN integration (e.g., Cloudflare).
- Implemented analytics tracking (Google Analytics, Hotjar) to monitor user behavior and drive data-driven design improvements.

Education

MSc in Data Science, Jan 2023 - Aug 2024

Stanford University, Stanford, CA

- Specialized in machine learning, big data analytics, and statistical modeling.
- Thesis/Capstone: AI-driven predictive maintenance for IoT systems.

BSc in Computer Science, Aug 2018 - Sep 2022

University of Nairobi, Nairobi

- Focused on algorithms, software development, and database systems.
- Key Projects: Developed a scalable student management system using Python.

High School Diploma, Jan 2014 - Dec 2017

Alliance High School, Nairobi

Skills

Writing (Expert), Content Writing (Experienced), Academic Writing (Experienced), Technical Writing (Experienced), Blog Development (Skillful), Resume & CV Writing (Expert), Proofreading & Editing (Expert), Website Development (Expert), Portfolio Building (Expert), Web Content Writing (Experienced), Text Summarization (Expert), Search Engine Optimization (Expert), Transcription (Expert), Data Entry (Expert), Data Annotation (Expert).

Languages

English (Highly proficient), Swahili (Native)

Links

My Portfolio:

devphilipportfolio.lovestoblog.com

My Website:

philipmuhuri.vercel.app.

Hobbies

- 📖 Creative Writing & Blogging
- 🎨 UI/UX Design Tinkering
- 📖 Nonfiction Reading