# Otieno Vincent Odhiambo

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## S U M M A R Y

I am a software developer with Expertise in React frontend development and project management [Github](). Proven ability to deliver innovative solutions, improve efficiency, and drive project success. Skilled also in digital marketing, including SEO, social media, and content creation

## E X P E R I E N C E

### Volunteer Website Developer and Digital
**January 2025 - Present**

**Strategist** Lead Foundation Africa

• Designed and developed websites for [leadfoundationafrica.org]()
• Developed and implemented digital strategies to improve visibility and outreach.

### Head of Digital Marketing/ Systems Maintenance
**February 2024 - September 2024, Nairobi Kenya**

Globeflight Worlwide Express/ Partnership with Savabuy Kenya

• Leading the digital marketing department in developing, Managing and executing comprehensive digital marketing strategies
• I manage SEO initiatives to improve organic search rankings and drive website traffic by 44%.
• Implementing PPC campaigns and optimized Google Ads to achieve ma x i mum ROI
• Overseeing social media campaigns to increase brand awareness and engagement
• Collected and documented user feedback on the UI/UX to enhance Savabuy usability in Kenya.
• Monitored and addressed technical issues as they arose to ensure seamless for Savabuy operation in Kenya.
• Trained promoters on Savabuy system navigation and functionality, improving overall user adoption and efficiency.
• Spearheaded the integration and maintenance of advanced analytics tools, resulting increase in data-driven decision-making eff iciency across the marketing department.

### Website Developer / IT Support
Globeflight Worldwide E xpr ess
**September 2023 - January 2024, Nairobi**

• Developed an eCommerce platform that enabled various vendors to upload their products and allowed clients to shop online.

[https://bigdrop.co.ke]() , [new.globeflight.co.ke]()
• Maintained and updated company websites and internal systems to ensure smooth functionality.
• Provided help desk support, troubleshooting technical issues, and assisting users with IT-related concerns.

### IT Intern
Globeflight Worldwide E xpr ess
**May 2023 - Aug us t 2023, Nairobi**

• Designed and developed an internal dashboard for streamlined communication and collaboration among different departments. Link:

[https://globeflight-dashboard.netlify.app]()

• Deployment Efficiency & Performance Enhancement
• Significantly improved system performance and reliability by migrating to suitable host providers.
• spearheaded WordPress website development and maintenance initiatives, ensuring the seamless functionality and responsiveness of the company's online platforms.
• Collaborated with marketing teams to integrate SEO best practices into website development, enhancing the online visibility and search engine ranking of the company.

## E D U C A T I O N

### Program in AWS
ALX ( I n p r o g r e s s )

### BSc. Mathematics and Computer Science
Minor in Chairperson for Pure and Applied Mathematics Group • Maseno University • Maseno • 2025

## S K I L L S

Frameworks – Reactjs, NextJs, Vue.Js Tools –

Git, WordPress

SEO Tools – Google Analytics/Console, SEMrush, Moz, Page Speed Database-

MongoDB, L anguages – JavaScript, Node.js, php