

Otieno Vincent Odhiambo

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SUMMARY

I am a software developer with expertise in React frontend development and project management. Proven ability to deliver innovative solutions, improve efficiency, and drive project success. Skilled also in digital strategy, including SEO and social media management.

EXPERIENCE

Volunteer Website Developer and Digital

January 2025–Present

Strategist Lead Foundation Africa

- Designed, developed, and maintained websites for leadfoundationafrica.org
- Developed and implemented digital strategies to improve visibility and outreach.

Lead Digital Marketing/Systems Operations

February 2024–September 2024, Nairobi, Kenya

Globeflight Worldwide Express/Partnership with Savabuy

- Keeping track of system updates, backups, and performance,
- 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.
- 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 operation for Savabuy 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 in increased data-driven decision-making efficiency across the marketing department.

Website Developer/IT Support (Freelance)

Globeflight Worldwide Express,

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>, 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 Express,

May 2023–August 2023, Nairobi

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

<https://globeflight-dashboard.netlify.app>

- Collaborated with the developers to maintain and update the existing Warehouse Management System.
- Significantly improved system performance and reliability by migrating to suitable host providers.
- Ensuring the seamless functionality and responsiveness of the company's platforms.
- Collaborated with marketing teams to integrate SEO best practices into website development, enhancing the online visibility and search engine ranking of the company.

EDUCATION

Program in Software Engineering

ALX (in progress)

BSc. Mathematics and Computer Science

Minor in Chairperson for Pure and Applied Mathematics Group • Maseno University • Maseno • 2025

TECHNICAL SKILLS

Frameworks—ReactJS, NextJS, VueJS;

Tools—Git, WordPress, Docker

SEO Tools—Google Analytics/Console, SEMrush, Moz, Page Speed

Database—MongoDB, Postgres, Languages—JavaScript, Node.js, PHP, Python,

and Django.