WILLIS OPIYO

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ABOUT ME

I am a proud alumnus of Zetech University, driven by a deep-rooted passion for technology, creativity, and digital marketing. With over five years of hands-on experience, I have built a versatile career that encompasses professional social media management, programming, graphic design, and video editing. My journey began in software and web development, where I honed my programming skills through real-world projects and continuous learning. Along the way, my interest in digital communication led me to social media marketing, where I have successfully grown brand visibility, driven engagement, and managed content across multiple platforms.

As a professional social media manager, I recognize the significance of strategy, storytelling, and analytics in building a robust online presence. I combine this with my expertise in Adobe Creative Suite, allowing me to create eye-catching graphics and edit engaging videos that align with brand identity and audience trends.

Along with my creative and technical strengths, I have a background in accounting and sales, which gives me a well-rounded approach to business and communication. From software developer to assistant manager and content strategist, my career path showcases my dedication to continuous growth, adaptability, and delivering results.

MY SKILL

PROFESSIONAL SKILLS
Open-mindedness | Openness to learning | Professionalism | Team leader
Excellent Communication| | Organization |Problem-Solving skills | integrity
Self-Motivation | Self-confidence | Flexible

TECHNICAL SKILLS
Web development | Sales management | Social media Management | Video Editor
Account management | React Programming | Graphic Design
Client-server management | Computer security | Microsoft Office applications|
Computer management | JavaScript programming | IT management

WORK EXPERIENCE

SOCIAL MEDIA MANAGER & WEB DEVELOPER (Full-time)   Homart Group Kenya | Nairobi, Kenya | June 2024 – June 2025

- Building a social media calendar
- Creating strategies for every platform
- Design posts and a catalog to boost the company's information
- Managing the budgeting for the social platform ads
- Creating and editing videos for TikTok and Instagram
- Maintaining the brand on social platforms
- Design and develop the company website
- Maintaining and updating website content
- Customer services

SALES REPRESENTATIVE (Full-time)   Platinum Group Africa | Nairobi, Kenya | May 2024 – May 2024

- Sell vacation homes to clients and the public as a whole
- Ensure sales targets are reached as required by the company
- Make sure a client is comfortable enough during the pitching process
- Assist the sales manager with an introduction to the clients and help in pitching the idea to execute a sale
- Contact a potential client with follow-up to ensure he/she understands the process
- Execute and do the paperwork for the pursuing clients
- Follow up with the client to ensure the voucher offered is successfully utilized

SOFTWARE DEVELOPER/WEB DEVELOPER (Part-time)   Infinitech Circle | Nairobi, Kenya | Jun 2020 – May 2024

- Creating Beautiful Websites: I designed visually appealing and user-friendly websites for clients, ensuring they meet their needs and look great.
- Making Sure Everything Works: I tested the software and ensured it functions smoothly, checking for any issues or bugs that might affect the user experience.
- Fixing Previous Mistakes: I corrected problems left behind by previous developers, ensuring the website ran smoothly and met client expectations.
- Assisting with Website Control Panel: I helped clients with any issues they had with their website control panels, making it easier for them to manage their websites.
- Setting Up Email Services: I set up webmail services for clients and guided how to use them effectively, ensuring seamless communication for their businesses.
- Managing Websites at a Technical Level: I handled the technical aspects of managing clients' websites, ensuring they run smoothly and securely at the server level.
- Building Web Applications: I designed and developed custom web applications from scratch, tailored to meet clients' specific needs and requirements.

SOCIAL MEDIA MANAGER (Part-time)   Infinitech Circle | Nairobi, Kenya | Jun 2020 - May 2024
- Creating Strategies: Came up with strategies to boost companies like Josquine Packaging Limited's social platforms.
- Designing Posters and Banners: I created eye-catching posters and banners for various purposes like buruk general.
- Crafting Social Media Content: I produced engaging content, including posters and graphics, for social media platforms.
- Engagement and Support: I interacted with users by answering their questions and engaging with their comments on social media platforms.
- Maintaining Active Social Media Presence: I ensured that social media pages remained active and updated with fresh content to keep audiences engaged.

SAFETRAC WEB DEVELOPER (Consultant)   Safetrac.co.ke | Kenya | Mar 2024 – May 2024
- Optimizing Website for Search Engines: I improve website visibility and ranking on search engines by implementing SEO strategies.
- Page Updates: I regularly update website pages to ensure content accuracy and relevance.
- Blog Management: I manage and update the blog page with fresh, engaging content to attract and retain visitors.
- Image Management: I refresh website images and add new client logos to showcase the latest partnerships and projects.
- Page Cleanup: I remove outdated or redundant pages from the website to maintain a clutter-free and user-friendly.
- Social media: designing social media content and editing videos.

FREELANCE WEB DEVELOPER/ VIDEOGRAPHER/ CONTENT WRITER/ IT CONSULTANT   fiverr.com | Kenya | Jan 2018 -Mar 2024
- My work is to take contracts that require me to code a certain part of the website
- Go through codes to see the errors and changes needed
- Edit videos by the client's desire
- Caption already edited videos
- Write a script and edit a script for clients
- Write a script for YouTube clients
- Update client computers
- Install windows and Microsoft office

ASSISTANT MANAGER/ SUPERVISOR (Full-time)   Icon Garden | Kiambu, Kenya | Apr 2022 – Feb 2024
- Providing the manager with the day-to-day operations and administrative duties: This involves taking charge of the daily tasks necessary for the smooth operation of the establishment. It includes responsibilities such as scheduling staff, managing inventory, handling customer complaints, and ensuring compliance with regulations.
- Answering guests' questions in the absence of the manager: In the absence of the manager, this role requires being knowledgeable about the menu, services offered, and any other pertinent information to provide excellent customer service and address guests' inquiries effectively.
- Hiring and training new staff: This involves identifying staffing needs, conducting interviews, and selecting qualified candidates to join the team. Additionally, it entails developing training programs to onboard new employees and ensure they are equipped with the necessary skills and knowledge to perform their duties effectively

- Checking that food or drinks being handled is up to standard: This responsibility involves maintaining quality control standards by regularly inspecting food and beverage items to ensure they meet hygiene, freshness, and presentation standards. It may also involve monitoring kitchen and bar practices to uphold food safety regulations
- Writing waiters/waitresses and staff members' shift orders: This involves creating schedules for staff members, assigning shifts, and ensuring adequate coverage during peak times. It requires effective communication with team members to accommodate individual preferences and availability while meeting operational needs
- Running day-to-day tasks like counter-checking on the muster roll-checking: This includes overseeing routine tasks such as verifying attendance records, monitoring time and attendance systems, and ensuring accurate documentation of staff hours worked. It involves attention to detail and adherence to company policies and procedures.
- Working with a given budget to meet the required standards: This involves managing financial resources efficiently to achieve operational goals while maintaining quality standards. It requires careful budget planning, cost control measures, and strategic decision-making to optimize resources and ensure profitability without compromising on quality or service.

PROCUREMENT OFFICER (Full-time)   Icon Gardens | Kiambu, Kenya | Aug 2020 – Apr 2022
- Purchase liquor for the restaurant
- Check for the lowest cost possible to help us cut losses
- Track orders that we had ordered from suppliers
- Negotiate contracts with companies such as Tony West Limited

SALES PARTNER (Contact)   Cintel core limitless | Nairobi, Kenya | Nov 2023 - Feb 2024
- Solution Sales: I sell our company's solutions to clients, meeting their needs and fostering strong relationships.
- Company Marketing: I promote our company through various channels, raising awareness and attracting potential clients

IT INTERN (contract)   Talent Soko Africa | Kajiado, Kenya | Aug 2020 – Dec 2022
- Manage the app database
- Update and write new code for the app
- Update on the downloads of the app on Google Play

IT PERSONNEL (part-time)   Siron Medical Center | Nairobi, Kenya |Jul 2022 – Oct 2023
- Maintain computers and systems
- Updating database
- Repair broken computer
- Repair CCTV cameras

IT ASSISTANT (Part-time)   Miti gap | Nairobi, Kenya | May 2019 – Feb 2023
- Help out in web designing
- Managing client databases
- Design and coding clients web applications

ACCOUNTANT(Part-time)   Icon hotel | Kiambu, Kenya |Feb 2019 – Sep 2020
- Check and keep to date on the sales of the club
- Follow up on the payment of the suppliers
- Pay the employees of the hotel
- Write cheques for suppliers
- Stock-taking

ACHIEVEMENTS & VOLUNTEER EXPERIENCE

JAVASCRIPT ESSENTIALS   14th April 2024
Cisco skills for all

COMPUTER HARDWARE & OPERATING SYSTEM   10th May 2023
Cisco skills for all
JAVASCRIPT COURSE   17th Jan 2024
freecodecamp
SOCIAL MEDIA MARKETING   20th Feb 2023
Udemy online course
SOFTWARE ENGINEER   25th Aug 2022
Udemy online course
PROCUREMENT/ACQUISITION AND CONTRACT MANAGEMENT   19th July 2021
Udemy online course
JAVA SCRIPT PROGRAMMING   28th Nov 2019
Udemy online course
DIPLOMA IN COMPUTER SCIENCE   13th Nov 2020
Zetech University, Kiambu, Kenya
VOLUNTEER EXPERIENCE   16th June 2016
Peer Educator | I choose life, Nairobi, Kenya
VOLUNTEER EXPERIENCE   13th June 2023
Facilitator | Star of Hope, Juja, Kenya
LEADERSHIP EXPERIENCE   11th February 2014
Captain | Eastleigh High School, Nairobi, Kenya

P R O J E C T S

WORLD AMPUTEE CRUTCHES ATHLETICS FEDERATION   2024
World Amputee Crutches Athletics Federation | Web Developer | https://wacafederation.com
TJ PREMIER EVENTS LTD   2024
TJ Premier Event Ltd website | Web Developer | https://tjpremiereventsltd.com
HOMART GROUP KENYA   2024
Homart Kenya website | Web Developer | https://homart-kenya.com
TIGONI REHAB Center   2024
Tigoni rehab website | Web Developer | https://tigoni-website.vercel.app/index.html
GitHub PROFILE CHECKER   2024
GitHub profile checker | Software Developer | https://githubprofilesearchapp.vercel.app/
TO DO LIST APP   2024
To do list app | Software Developer | https://todoappwillis.vercel.app
SAFETRAC LIMITED   2024
Safetrac limited website | Web Developer | www.safetrac.co.ke
MY PORTFOLIO   2024
Willis Opiyo website | Web Developer | https://willisopiyo95.github.io/willisopiyo.github.io/
ROBERT WESLEY PROJECT   2023
Robert Wesley media website | Web Developer | www.robertwesleymedia.co.ke
INFINITECH CIRCLE   2023
Infinitech circle website | Web Developer | www.infinitechcircle.com
GESTECH LIMITED   2022
Gestech website| Assistant Web Developer | www.gestechltd.com
JOSQUINE PROJECT   2022
Josquine website revamp | Web Developer | www.josquine.co.ke
BRIGHT MINDS BOOKS   2021
Bright Mind Books website |Assistant Web developer | www.brightmindbooks.net
NIFUNZE PROJECT   2020
Nifunze website | Assistant Web developer | www.nifunze.co.ke
MUMAKANJAMA PROJECT   2019

E D U C A T I O N

DIPLOMA IN COMPUTER SCIENCE | Zetech University, Kiambu, Kenya   2017 - 2020
KCSE | Eastleigh High School, Nairobi, Kenya   2013 - 2016
KCPE| Heide Marie primary school/ Mathare 4A, Nairobi, Kenya   2003 - 2010

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