CYNTHIA ANYANGO

DIGITAL MARKETER, GRAPHIC DESIGNER AND E-COMMERCE COORDINATOR

PERSONAL PROFILE

Insightful, result-driven graphic designer and software developer with an understanding of the software development lifecycle and very capable at all aspects of software/content development using Agile methodology for increased productivity and collaboration. I believe in using technology as a tool for solving real world problems specifically tailored for the end users.

CERTIFICATIONS

Microsoft Operation Specialist
Google Creatives Bootcamp
AWS Solutions Architect

GET IN TOUCH

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EDUCATIONAL BACKGROUND

ST PAULS UNIVERSITY
Present

- BSc Computer Science(Part time)
- Google Developer Student Club Lead

AKIRA CHIX

Diploma in IT
January 2019 - December 2019

AkiraChix is an institution that offers training in STEM courses

- Web Development – HTML5, CSS3, JavaScript ES6, Python, React, Vue
- Mobile Development – Java
- Graphic Design - (Canva, Photoshop, InDesign, Illustrator,)
- Product Design - Autodesk Fusion 360
- Hardware Electronics - Arduino

DIGITAL DIVIDE DATA

Amazon Web Services (AWS) Solutions Architect

November 2019 - December 2019

- Got training on AWS architectural principles and services.
- Understanding of individual AWS elements such as; IAM, S3, Cloudfront, Storage Gateway, Snowball, EC2, Cloudwatch, CLI,, Route 53, RDS, Dynamo DB, Redshift, VPC, SQS, SNS

- Familiarity with using both the AWS Management Console and the AWS Command Line Interface (CLI)
- Understanding of the AWS Framework, AWS networking, security services, and the AWS global infrastructure

GOOGLE

Google Developer Student Club Lead

Community Builder | August 2022 - Present

- Built a community of Students pursuing technical courses ([SPU Chapter link](#), **CLICK HERE**)
- Hosted Google events across St Pauls University campuses
- Coordinated with the school's faculty advisor in order to get facilitation(venue, transport, refreshments) from the institution whenever we held events
- Submitted proposals to the Google Community Managers which enabled us to get funding to facilitate events .
- Managed learning and event resources shared by Google
- Organized workshops, hackathons and study jams where I shared with the Google resources and tools that the students could use to build solutions using technology.
- Assisted the students to quickstart their career journey by inviting Tech professionals to familiarize them with the tech interview process
- Familiarized the students with the Google tech ecosystem by introducing the to Google groups such as Women Techmakers, GDG and Developer Experts.
- Prepared branded items (t-shirts, stationery, banners) which I distributed to event attendees inorder to maintain and grow the attendance.
- Shared learning materials curated by Google
- Imparted the students with knowledge on how to use Google Developer Products such as (Android, Firebase, TensorFlow, Cloud, Flutter) inorder to build solutions across various tech fields

PATAZONE MARKETPLACE

Patazone is an online marketplace

Digital Strategist | December 2021 – July 2022

- Monitored and analyzed key metrics to identify underperforming markets, stations, media/vendors, and programs
- Grew website traffic as per Google Analytics as follows (0 - 21,372 New Users, 0 - 37,156 Sessions, 0 - 152,849 Page Views)
- Planned joint campaigns with partners (Lipa Later, Angaza, VON, Equity) to convert their customer base to new Patazone customers.
- Monitored SEO/SEM, marketing and sales performance metrics to forecast trends using tools such as Google Analytics, Google Search Console and Meta Business Suite
- Built strong customer relations and loyalty through social media interactions such as holiday giveaways and ambassador patnerships with influencers .
- Kept up-to-date with our audience's preferences through personalization techniques and proactively suggested new campaigns.
- Liaised with Marketing, Design and Sales teams to optimize customer experience and ensure brand consistency and visibility through efforts such as outdoor activations which greatly increased the foot traffic into the physical shop.
- Negotiated with advertising sales agents to acquire cost-efficient and budget-conscious advertising, sponsorships, or product placements.
- Set up a consistent online presence and boosted online following and insights across platforms(Google, Facebook, Instagram, GMB, Twitter and the ecommerce website)

SUPERSERVE TECHNOLOGIES

Superserve Technologies is a security systems installation company.

Digital Marketing Executive | May 2020 – August 2021

GRAPHIC DESIGN

- Creating Social media content using Adobe (Canva, Photoshop, InDesign and Illustrator) and a wide variety of video editing software.
- Designing catalogues, marketing email templates and job adverts.
- Designed flyers and brochures used in outdoor advertising.
- Tools used - Adobe (Photoshop, InDesign, Illustrator, Canva)

DIGITAL MARKETING

- Sent marketing emails to project managers and subcontractors who were working on construction and security projects that the company could participate in in a bid to land security installation projects.
- I searched on online platforms for open government and private tenders the company could participate in which led to winning of tenders with organizations such as KRA and Kasneb
- Planned digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising
- Measured and reported performance of all digital marketing campaigns, and assessed against goals (ROI and KPIs)
- Planned, executed, and measured experiments and conversion tests
- Executed social media efforts to improve KPIs, likes, shares, tweets, etc.
- Created and executed email-based marketing campaigns.
- Optimized content for the website and social networking channels such as Facebook, Twitter, Instagram, YouTube and GoogleMyBusiness.
- Measured performance of digital marketing efforts using a variety of Web analytics tools especially Google Analytics.
- Prepared online newsletters and promotional emails and organized their distribution using HubSpot and Mailchimp CMS.

OTHER ROLES

- I represented the company in site meetings on construction projects they collaborated on with other companies.
- Reported to the Electrical Engineers in the various projects we worked on.
- Created and submitted reports to the Project managers during site meetings.
- Some of the projects I participated in are:

1. **Maralal Plaza - Subcontracted for Structured Cabling**
2. **Clay City - Subcontracted for CCTV installation.**

- Conducted surveys prior to installation, which I used as a guide to generate quotations and determine the technical requirements for installation.

KGE FASHIONS

KGE Fashions is an dropshipping store that sells jewellery and fashion apparel
Technical Manager | July 2021 - November 2021

DROPSHIPPING / DIGITAL MARKETING

- Reviewed open orders daily; pick what is available and cancel what is not. Notify appropriate parties.
- Set up Live Chat and Shopify email/ newsletter to enable maximum user interaction with the e-commerce store.
- Instrumented conversion points and optimized user funnels
- Updated the existing theme and installed the Gecko theme which is optimized for clothing and fashion brands
- Executed social media efforts such as keywords and image optimization to improve KPIs, likes, shares, tweets, etc.
- Sought out products from both local vendors and factories in China
- Generated heat maps based on user interaction with the store to discover website usage patterns and make data-informed optimizations to increase conversion rate and revenue.
- Implemented crucial system integrations Connected advertising apps to the Shopify store such as Facebook and Instagram. Managed product/collection updates, theme updates, back end configurations Integrated payment gateways such as Pay Pal. Optimized product descriptions for site optimization Specialized in all facets of the e-commerce platform. Set up Amazon FBA to handle order fulfillment and shipment for exports

NYAMATAMU ONLINE MEAT SHOP

Nyamatamu is an ecommerce store that sells and delivers meat and sea food .

WordPress Developer | March 2019 – May 2020

WEB DEVELOPER - WORDPRESS/JQUERY

- Collaborated in developing the website https://nyamatamu.co.ke/ using WordPress CMS and JQuery.
- Conducted Search Engine Optimization on the web application.
- Raised invoices to be sent to customers via email.
- Conducted WordPress training with the client.
- Conducted website performance tests.
- Troubleshooting content issues.
- Designed and managed the website back-end including database and server integration.
- Ensured high-performance, responsiveness, availability and managed all technical aspects of the system.
- Formulated an effective, responsive design to ensure the web application could be accessed on any device.
- Intergrated relevant plugins

IEARN KENYA

iEARN is a global non-profit organization that offers training to young people in STEM courses and emerging technologies such as robotics, web development, 3D design and game development.

STEM TRAINER | September 2018 - May 2019

- Participated in boot camps where I trained kids and teens on different technologies such as Robotics (Raspberry Pi) and Game Development (Minecraft for education and Scratch).
- Assisted the kids in coming up with design projects which they showcased to potential donors at the end of the programme
- Conducted training in 3D design using Sketch Up.
- Conducted training on Web Design/Development (HTML5/CSS3) during iEARN KENYA boot camps.
- Reviewed existing iEARN KENYA websites and made necessary changes based on feedback.
- Monitored student growth to identify strengths and areas for improvement.
- Communicated regularly with parents to let them know of their children's progress.
- Attended to individual student needs and provided extra support to students who needed it.
- Documented and reviewed student learning progress which I shared with staff
- Planned and interactive educational games during sessions to ensure the classes were conducive for the kids

SKILLS

- Social Media Marketing - Facebook, Twitter, LinkedIn, Instagram, Google My Business, Youtube and Pineterest

- Graphic Design - Photoshop, Illustrator, InDesign, Canva, Figma,

- Product Design - AutoDesk Fusion 360

- Web Development - HTML5, CSS3, Javascricpt ES6, React

- Email Marketing CRM - MailChimp, Hubspot

- Search Engine Optimization - Organic and Paid

- Hardware Electronics Programming - Arduino, Raspberry Pi , C++

- Version Control - Git

- 3D Design - Sketch Up

- Cloud Practitioner - AWS

- Collaboration - Jira, Trello

- Mobile Development - Java

TOOLS USED

SOCIAL MEDIA MARKETING

GRAPHIC DESIGN

3D DESIGN

WEB DEVELOPMENT

ELECTRONICS

COLLABORATION