

Basilio bundi

Hybrid Marketing & AI Solutions Specialist | Digital Marketing | Data Analysis | AI-Driven Software Development | Brand & Graphic Design

Nairobi, Kenya

basiliobundi@gmail.com

+2540714030599

Work Experience

Digital Marketing Specialist

Basitech Agency-Mombasa, Kenya

Present

I have strong ability to reach and engage customers. Using strategies like SEO, PPC, social media, content marketing, and email marketing to promote a brand or product online.

- Developed and executed comprehensive digital marketing strategies to increase brand awareness, drive website traffic, and generate leads
- Stayed up-to-date with industry trends and emerging technologies to ensure the effectiveness of digital marketing efforts

Graphic Designer

Simba Enterprises-Nairobi Kenya

December 2024 to Present

- Collaborated with clients to understand their design requirements and translate them into creative concepts
- Developed innovative design solutions that effectively communicated the client's message and captured the target audience's attention
- Designed logos that accurately represented the client's brand identity and conveyed its values
- Conducted thorough research on current design trends and competitor analysis to stay up-to-date with industry best practices
- Managed multiple projects simultaneously while maintaining a high level of attention to detail and meeting tight deadlines
- Created visually appealing and engaging designs for various marketing materials, including brochures, flyers, and social media graphics
- Collaborated with clients to understand their design requirements and translate them into creative concepts
- Developed innovative design solutions that effectively communicated the client's message and captured the target audience's attention
- Utilized industry-standard software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) to create high-quality designs

Web Researcher

Karatina University-Nairobi Kenya

January 2020 to December 2024

- Conducted extensive research on various topics, including market trends, consumer behavior, and competitor analysis
- Designed and executed experiments to gather data and analyze results for scientific studies
- Collaborated with cross-functional teams to define research objectives and deliver actionable insights
- Performed qualitative interviews or surveys with participants to gather subjective feedback or opinions

- Implemented quality control measures during data collection processes for accuracy assurance

Data Analyst

King's Creation Agency-nairobi kenya

December 2023 to September 2024

Optimizing Operations

- Reduce costs: I helped in Identifying opportunities to reduce costs by streamlining processes and optimizing resource allocation.
- Improve efficiency: I use data to identify bottlenecks and improve operational efficiency.
- Enhance quality: I analyze data to ensure product quality and customer satisfaction.

In Data analysis I used software like Microsoft Excel in examining data to extract insights and information . I can be able to do data collecting, data cleaning, data organizing, and data interpreting to discover patterns, trends, and relationships. Data analysis skills i used them in fields, such as business, science, and social research.

Data Entry Specialist

Bastech, Inc.-nairobi kenya

December 2020 to December 2023

- Accurately entered and verified data into company database, ensuring high levels of accuracy and data integrity
- Maintained confidentiality and security of sensitive information by adhering to company policies and procedures
- Utilized advanced Excel functions such as VLOOKUP and PivotTables to analyze and manipulate data effectively
- Collaborated with cross-functional teams to gather necessary information for data entry tasks
- Developed efficient methods for organizing and categorizing large volumes of data, improving overall productivity by 35%

Front End Web Developer, software developer

Connected Health Care, LLC-Nairobi , Kenya

January 2022 to January 2023

- Developed responsive and user-friendly websites using HTML, CSS, and JavaScript
- Utilized version control systems like Git to manage codebase and collaborate with team members
- Collaborated in an Agile development environment, participating in daily stand-ups and sprint planning meetings
- Optimized website performance by analyzing and improving code efficiency
- Integrated third-party APIs for seamless data exchange between systems
- Created database schemas and implemented SQL queries for efficient data storage and retrieval
- Collaborated with project managers in defining project scope, timelines, milestones, and deliverables

Education

Online Course in AI for Software Development

Power learn project Africa-Nairobi

July 2025 to Present

Diploma in content writing, Digital Marketing, Data entry and Analysis, Graphic design, Logo design

Ajira Digital program-Nairobi

September 2022 to Present

Online course in Data Science

WorldQuant University-Remote

April 2025 to July 2025

1. API Design
2. data science
3. Data visualization
4. MongoDB
5. Machine Learning
6. Statistics
7. SQL
8. Python

Bachelor's degree in Applied Statistics with Computing

KARATINA UNIVERSITY-CENTRAL

January 2020 to December 2024

DIPLOMA in Qualitive data analysis

sonek data school-central

January 2022 to July 2022

Skills

- Statistics
- microsoft
- Data entry
- Data visualization
- Transcription
- Time management
- Blogging
- Analytics
- Marketing automation
- google forms
- virtual assistant
- Google Analytics
- AI models
- Performance marketing
- Facebook Advertising
- Communication skills
- Organizational skills
- Computer skills
- Google Suite
- Email Marketing
- Digital Marketing

- Analysis skills
- Google Ads
- Microsoft Word
- HTML
- Graphic design
- Data Analysis
- Search Engine Optimization (SEO)
- E-commerce
- Social media marketing
- Typing
- Sales
- Database management
- CSS
- AI
- Social Media Management
- Marketing
- Data annotation
- Canva
- data cleaning
- Microsoft Excel
- Google Docs
- Attention to detail

Links

https://www.credly.com/badges/a3abb4c2-6003-4b5f-800d-e3ea3111d67c/public_url

Certifications and Licenses

Data Analyst

June 2023 to Present

Graphic Design

Transcriptionist