

# David Thairu

## Content Writer, Blogger and SEO Specialist

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### Personal Profile

An outstanding individual who is passionate about web technologies and the search industry. David's key strengths lie in his ability to first create content for a wide spectrum of digital channels. He has a proven ability to write colorful, persuasive copy. He also has impeccable grammar, strong editing skills and a long track record of writing technical, promotional, and advertising articles that make readers stop and think. At the moment, he is looking for a position where he can further enhance his career in an existing strong digital production and advertising team.

### Education

**2017 to 2021**

#### **Bachelor of Business Information Technology**

Jomo Kenyatta University of Agriculture and Technology

**2009 - 2011**

#### **Diploma in Business Information Technology**

Jomo Kenyatta University of Agriculture and Technology

**2005 - 2008**

#### **Kenya Certificate of Secondary Education**

Nakuru High School

### Professional Qualifications

- **2020:** Certificate in Digital Marketing; Google
- **Jun 2011 - Dec 2014:** CPA Section 1, 2; KASNEB

### Skills

- **Analytical Skills:** I can visualize, articulate, and solve both complex and complicated problems as well as make reliable decisions based on all available information
- **Communication Skills:** Excellent communicator who effectively conveys information both verbally and in writing.
- **Team player:** Works as a competent member of the team, willingly providing back-up support for coworkers when appropriate and actively supporting group goals
- **Flexibility:** Capacity to fit into most environments, maintain calmness under pressure and adapt well to changes in the workplace
- **Time Management:** Ability to prioritize and handle multiple requests concurrently
- **Technical expertise:** Experienced in providing technical expertise for IT and ICT network design, implementation, and optimization.
- **Computer Competency:** I am competent in Ms. Word, Ms. Excel; knowledge in the use of Html programming, Word press, Google Ads and SEO.

### Work Experience

**Jul 2019 to Date**

**REMOTE**

**Position:** FREELANCE WRITER

Commissioned by publishers or agents to write articles for their publication. Also responsible for developing content for a range of communications channels, including intranet, email,

newsletters, blogs, video scripts, and podcasts. As well as being responsible for all other duties as assigned by clients and editors

**Responsibilities:**

- Maintaining consistent work hours to provide responsive service to clients.
- Writing and proofreading blog and social media posts, website copy, and articles.
- Performing quality assurance testing on written articles.
- Modifying copy until clients and editors are satisfied
- Consulting with editors to shape story and eliminate errors.
- Cultivating social media following across platforms
- Adhering to editorial style guidelines
- Reporting findings in an accurate manner

**Apr - May 2019**

**Ministry of Interior & Co-ordination of National Governments (NIIMS)**

**Position:** Registration Assistant

**Responsibilities:**

- Welcomed citizens in the registration center.
- Ensured the successful registration of all citizens using the BVR kit.
- Gave a detailed report to the registration officer daily after the end of every registration exercise.
- Reported to the Registration officer in case of any issues arising in the registration center.
- Asked relevant questions to the citizens to ensure a successful registration process.

**Sept 2014 - Jan 2015**

**Kenya Cooperative Creameries Ltd, Nairobi**

**Position:** ICT Intern

**Responsibilities:**

- Created positioning and key messages to different business solutions and products in the market.
- Worked with the ICT supervisor to resolve I.T related problems, improve operations, and provide exceptional customer service.
- Conducted office management and emergency preparedness orientation to provide special skills and test specific emergency plan components.
- Determined and recommended methods to address improvement opportunities.

**Other Positions Held**

- **May - Jun 2017:** Voter Verification Clerk at Independent Electoral and Boundaries Commission

**Additional Information**

**Certifications**

- Improve SEO for your website

**Publications**

- Published in The Thriveglobal.com,alustforlife.com and medium.com

**Training**

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- Currently: Online course in programming essentials in python from Ajira
  - Ajira Digital Training Program
  - Freelancer Kenya training programme

**Hobbies and Interests**

- Playing chess, Blogging, Solving puzzles and computing
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**Referees**

AVAILABLE ON REQUEST

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