

# Eric Tumu Muheki

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## EDUCATION

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### University of Windsor

*Bachelors in Computer Science.*

Windsor, Ontario – Canada

*Aug, 2021 – October, 2024*

## SKILLS

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**Technical skills:** [Technical Resume](#)

**Soft skills:** Communication skills, Interpersonal skills, Leadership skills, Time management skills, Problem solving skills, Empathetic skills, Quick decision-making skills, Documenting skills, Team Player, Adaptability, versatility, Stakeholder Management, Presentation skills, Customer Service, Customer Experience, On Call Rotation

## EXPERIENCE

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### Web Development & Digital Manager at Diamond Stagers – Brampton, Canada. Apr, 2025 – Current

- **Designed, developed, and manage** responsive company **websites**, ensuring optimal performance and user experience.
- **Oversee all digital platforms** including **Facebook, Instagram, Tiktok, and YouTube** and create engaging content, managing ads, and analyzing performance metrics to boost brand visibility.
- **Run and optimize Google Ads campaigns** and implement **SEO strategies** to enhance search rankings and lead generation.
- **Advise management on digital marketing strategies** to improve online presence and attract new clients.
- **Create brand materials** such as **logos, banners, posters, and promotional graphics** that align with company branding and campaigns.
- **Edit and produce high-quality videos** for social media, strengthening brand storytelling and audience engagement.
- **Collaborate with the marketing team** to plan and execute campaigns that integrate both **technical and creative initiatives**.
- Operate in a **hybrid role**, combining **web management, digital marketing, and creative media production** to support overall business growth.

### Resident Assistant at University of Windsor – Windsor, Canada.

Aug, 2022 – April 2024

- Provided **immediate assistance and support** to students, addressing their needs with professionalism and empathy.
- Developed and enforced **policies to ensure safety, well-being, and a positive living environment** for residents.
- Implemented and upheld **institutional policies**, including **Equity, Diversity, and Inclusion (EDI) initiatives** and community standards.

- Delivered **peer leadership and mentorship**, guiding individuals through challenges and fostering personal development.
- Managed **conflict resolution and crisis intervention**, making quick, effective decisions in high-pressure situations.
- Led **event planning and community engagement initiatives**, creating meaningful experiences and fostering strong relationships.
- Provided **student support and guidance**, ensuring a high level of service and satisfaction.
- Participated in an **on-call rotation**, responding to urgent matters, emergencies, and resident concerns in a timely manner.

**Technical Support Specialist at University of Windsor – Windsor, Canada.**

Aug, 2023 – April, 2024

- Ensured the **smooth operation of online lectures** by providing real-time technical troubleshooting issues during class sessions.
- Diagnosed and resolved **connectivity, audio, and video issues**, ensuring a smooth virtual learning experience.
- Conducted **quality assurance checks** to uphold high standards for online course delivery.
- Delivered **faculty training and development**, guiding instructors on online learning tools and best practices.
- Acted as a **primary point of contact for technical issues**, ensuring prompt resolution and a positive user experience.
- Collaborated with **IT and academic teams** to implement improvements in online course delivery.
- Maintained **detailed reports on technical incidents and resolutions** to improve future support and training initiatives.

**Business & Marketing Strategist at Tumu Medical Institute – Kampala, Uganda**

Nov, 2018 – July, 2021

- Developed **marketing and expansion strategies**, including **community engagement initiatives, digital marketing growth, and student referral programs** to boost enrollment and institutional visibility.
- Designed a **streamlined reporting system for daily sales**, enhancing efficiency and reducing errors.
- Utilized **Excel and data management tools** to compile, analyze, and present sales and inventory reports.
- Developed **B2B partnerships** with secondary schools and education service providers, positioning the institute's programs for students, leading to increased institutional collaborations and enrollment referrals.
- Conducted **market research** to identify student needs, competitor activities, and emerging opportunities.
- Prepared **detailed reports** on sales trends, student enrollment patterns, and customer behavior.
- Developed **promotional campaigns** in collaboration with management, increasing student retention and brand visibility.

**REFERENCES**

**Managing Director – Diamond Stagers**

Jas Gill

[diamondstagers@gmail.com](mailto:diamondstagers@gmail.com)

**Executive Director – Tumu Medical Institute**

Johnson Tumusiime

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**Residence Life Lead – University of Windsor**

Lynn Charron

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**Residence Life Co-ordinator – University of Windsor**

Trishauna Linton

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