



# Fidelis Mutuku Florentina

## Software Engineer (Graphics designer & Digital Marketer)

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[https://fidelisluther.github.io/fidel\\_portfolio/](https://fidelisluther.github.io/fidel_portfolio/) • <https://github.com/fidelisluther> • Fidel Luther

### Profile

I am a highly motivated and enthusiastic software engineering graduate with a passion for graphics design and digital marketing. Seeking a challenging position in the field of software development where I can apply my diverse skill set, continuously learn and grow in a professional setting.

### Education

#### Diploma in software engineering

zotech university

05.2021 – 12.2022

Nairobi, Kenya

Pursued a Diploma in Software Engineering at **Zotech University**. During my studies, I have gained a comprehensive understanding of programming languages such as Java, Python, HTML/CSS and javascript, and PHP, as well as software development methodologies and database management. Through various group projects and individual assignments, I have developed strong analytical and problem-solving skills and have experience working in a team environment. During my completion period, I got some work experience after I went for an industrial attachment experience at Terisa Foundation, a non-profit organization dedicated to sponsoring students promoting technology education and empowering women and girls living in informal settlements and ASAL areas to overcome poverty and achieve their full potential.

#### Secondary Education

Ngoto Boys Highschool (Graduated in: 2019)

Minimum Grade: C

Makueni, Kenya

Certificates earned:

Certificate of Merit for participating in a Science and Engineering Fair up to the Sub County Level

Extracurricular Activities:

Chairman of the Computer Club (Form Four)

Deputy Chairman of the Computer Club (Form Three)

Participated in Drama Festivals.

#### Primary Education

Neem Tree Education Center

2007 – 2014

Nairobi, Kenya

## Professional Experience

### full stack developer

terisa foundation

06.2023 – present

machakos, Kenya

I had the privilege of participating in an industrial attachment at the Terisa Foundation, a non-profit organization dedicated to promoting technology education and empowering underprivileged women and girls in informal settlements and ASAL areas.

During my attachment, I undertook a variety of responsibilities, including:

- Web development and maintenance
- Graphics design
- Collaboration with a former developer
- Laptop refurbishment and repair
- Contribution to the high school tech initiative

The experience was a valuable opportunity to apply my creative and technical skills in real-world scenarios. I played a significant role in improving the foundation's online presence and user experience, including the design, development, and maintenance of their website. My collaboration with the former developer and laptop refurbishment phase demonstrated my problem-solving and attention to detail. The launch of the high school tech initiative allowed me to contribute to curriculum development and the setup of a computer lab, enhancing my overall experience and skillset.

## Skills

**Programming languages** (Java, Python, HTML/CSS and javascript, PHP, C#, C and C++),

**Tools and technologies** (Git, Vs code, Android studio, Visual Studio, Zend Studio, Lunacy, Figma, Eclipse, Photoshop, GIMP, Canva, CapCut, unity, blender, block bench,),

**Digital marketing** (Search Engine Optimization (SEO), Pay-Per-Click Advertising (PPC), Mobile Marketing, email marketing, Social media marketing, and content creation(This includes creating engaging content, running social media and campaigns, also building a community around a brand.) Strong understanding of analytics tools such as Google Analytics and able to track and measure the success of digital campaigns. Experience in creating and managing effective digital campaigns across various platforms, including Google, Facebook, and Instagram. Skilled in creating and executing content marketing strategies, including blog posts, infographics, and videos. Strong experience in email marketing and automation, including the use of email marketing software such as Mailchimp and Constant Contact. Strong ability to analyze data and use it to make informed decisions about future campaigns. Proven ability to work with cross-functional teams to develop and implement successful digital marketing campaigns.),

**Graphics design** (Proficient in graphic design software including Adobe Photoshop, Lunacy, Figma, Eclipse, Photoshop, GIMP, Canva, and CapCut. Strong skills in creating visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, or captivate consumers. I am skilled in designing logos, graphics, and layouts for print and digital mediums, and creating illustrations for various uses. I am also experienced in photo editing and manipulation, creating vector graphics, and creating designs that are visually appealing, informative, and easy to understand. Strong understanding of color theory, typography, and composition, and ability to apply them to create compelling designs. I am always open to learning new software that can help me improve my skills and stay updated with the latest industry trends.)

## Certificates

### **CyberOps Associate Cisco**

issued Dec 2022 by cisco all certificates are available  
on my linked in portfolio

### **CCNA: Enterprise Networking, Security, and Automation**

Issued Apr 2022

### **Google Analytics Academy**

issued by google

### **Canva Design School**

issued by canva

### **Networking Academy Learn-A-Thon**

#### **2022Networking Academy**

Issued Jul 2022Issued

### **Web development html css and javascript**

issued by Alison education company

### **Facebook Blueprint Certification**

issued by facebook co.

## References

Available upon request