

JAMES MAINA MBURU

Address: 2772-00606

Phone: +254711735945

jamesmaina550@gmail.com

Information Technology and computer scientist dedicated to broadening company through creative and innovative business technologies.

Seeking a responsible career opportunity that utilizes my coursework skills and experience, while presenting new challenges and continuous learning in software development and information technology.

Accustomed to working well with others, committed to meeting deadlines and adhering to project guidelines.

EXPERIENCE

AUGUST 2020 – PRESENT

FRONT END DEVELOPER, OUTLIERS TECH

- +Creating new features, functionality, and capabilities on websites.
- + Implementing a mobile-first approach to existing websites.
- + Recommending solutions for a streamlined, user-friendly interface with the design team.
- + Creating modular, responsive templates using modern CSS bootstrap techniques and JavaScript react library
- + Ensuring proper documentation and reports in all stages of product life-cycles.
- + Working directly with client stakeholders to develop technical solutions for business cases.

JULY 2021 – DECEMBER 2021

SENIOR MARKETING EXECUTIVE, COLA GROUP PLC

Developing content, creating profiles, emails, social media, blogposts and feature stories.
Preparing well-structured drafts using digital platforms.
Working in designs to promote content.
Generating new business ideas and mapping out viable opportunities.
Conceptualizing different ideas to promote the brands image.

JUNE 2020 – MAY 2021

MARKETING MANAGER, SUREBET

Using google analytics to track company's website traffic and activity
Using current trends to writing creative content to increase user engagement
Using SEO in keyword integration to optimize online visibility
Managing social media pages and handles
Researching and keeping up with emerging client rewards and bonus criteria
Liaising with my supervisor on new ways to improve and serve client needs

OCTOBER 2019 – MAY 2020

MARKETING EXECUTIVE, BETPALACE KENYA

Managing social media pages and handles in collaboration with the graphics designers
Creating high impact messages for all marketing media focusing on SMS marketing.
Creating content for newsletters, product releases and advertising banners
Reviewing and proofreading all print and media articles
Content creation of user rewards, bonuses and free bets

EDUCATION

SEPTEMBER 2015 – APRIL 2019

BSC MATHEMATICS AND COMPUTER SCIENCE,

MULTIMEDIA UNIVERSITY OF KENYA

2nd class Honors.

JANUARY 2015- MARCH 2015

COMPUTER SKILLS AND LITERACY,

Toprank College

A (DISTINCTION)

FEBRUARY 2011-NOVEMBER 2014

KCSE, NYERI HIGH SCHOOL

A- 79 POINTS

SKILLS

- Excellent in computer skills and Microsoft office applications (Word, Advanced Excel, Power point)
- Software Project Management
- Copywriting and editing
- Knowledge of SEO and keyword integration for company brand visibility
- knowledge in HTML, CSS (Bootstrap framework), GIT and JavaScript (React)
- Software testing methodologies and SDLC
- Good communication skills and ability to work in a team

CAREER OBJECTIVES

- ❖ To be involved in a challenging organization that will allow me to be innovative, creative, critical decision maker and a team player in delivery of the required task.
- ❖ To enhance and be involved in achieving the organizational ultimate goal for its benefit and the general community.
- ❖ To utilize my skills and knowledge in a manner that creates organizational growth while developing career wise. I intend to develop relevant skills and demonstrate the expertise necessary for achieving the organizational goals.

REFEREES

1. DUNCAN KIMONDO.
CHIEF OPERATING OFFICER,
RISECOM LTD.
+254721685255
2. KELVIN MAUNDU.
MARKETING MANAGER,
COLA GROUP PLC.
+254710478088
3. REUBEN WAFULA.
CHIEF TECHNICAL OFFICER,
OUTLIERS TECH.
+254726986944