

Ng'ang'a Fredrick Kamau
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Career Profile Summary

I am a dedicated web designer, developer, and content creator with a deep passion for crafting exceptional websites and creating engaging content. My expertise encompasses designing and developing intuitive digital experiences that integrate innovative design principles with compelling storytelling. In the realm of web development, I focus on creating user-centric websites that prioritize both functionality and user experience. My content creation skills are geared towards producing persuasive, SEO-optimized material that captivates audiences and drives organic growth. My technical proficiency spans front-end development with HTML, CSS, JavaScript, and Bootstrap, as well as back-end development using Node.js, PHP, and MySQL/MariaDB. Among my notable achievements, I developed content strategies that led to a 32% increase in organic traffic within three months, established the Property Econs blog to provide insights into the Kenyan real estate sector, and produced SEO-optimized blog posts. I am enthusiastic about collaborating on projects that push the boundaries of digital innovation.

Education Background

- **Bachelor of Commerce (Management Science)** – Kenyatta University; 2011-2015.

Professional Certification

- **Responsive Web Design** – freeCodeCamp; 2024
- **JavaScript Algorithms and Data Structures** - freeCodeCamp; 2024
- **Web Analytics** – eMarketing Institute; 2024
- **Search Engine Marketing** - eMarketing Institute; 2023
- **Search Engine Optimization** – eMarketing Institute; 2022
- **Content Marketing Certified** – HubSpot Academy; 2022
- **Social Media Marketing** – eMarketing Institute; 2022
- **Blogging** – eMarketing Institute; 2022
- **Fundamentals of Digital Marketing** – Google; 2022

Key Skills and Competencies

- **Web Design & Development:** Proficient in designing and developing user-friendly websites, web applications, and blogs. Expertise in creating compelling web and blog content.
- **Web Analytics:** Experienced in measuring, collecting, analyzing, and reporting web data to enhance and optimize web usage.
- **Marketing:** Deep understanding of marketing principles and practices, with expertise in planning and developing effective marketing strategies.
- **Digital Marketing:** Adept at promoting brands, products, and services through digital channels, including websites, email, social media, and search engines.
- **Social Media Marketing:** Skilled in creating, managing, and optimizing business social media accounts for increased engagement and brand visibility.

- **Content Creation:** Experienced in producing creative and engaging content, including graphics, infographics, and articles.
- **SEO:** Proficient in optimizing web content to achieve high search engine rankings and improve online visibility.

- **Work History**

Content Creator/Blogger

Property Econs; February 2023 to date

Duties and Responsibilities

- Created the Property Econs blog and social media accounts.
- Writing, editing, and publishing content.
- Promoting new posts using digital ads, emails, social media, and other methods to alert and attract new readers.
- Educating readers about real-estate-related products, services, and due diligence during real estate buying and selling.
- Maximizing site traffic by utilizing Search Engine Optimization and search marketing.
- Inviting other bloggers, experts, or other notable guests to contribute content to the blog.
- Monitoring responses to posts via the website, social media, or other platforms to better understand the audience.
- Staying current on industry trends for possible opportunities to attract new readers or create stronger, more engaging content.

Social Media Manager and Office Administrator

Muafville Limited; November 2022 to January 2023

Duties and Responsibilities

- Created content for the company's social media accounts (Facebook, Instagram, Twitter, YouTube and TikTok).
- Managed the company's social media accounts.
- Grew the company's Facebook page likes by 32% in 3 months.
- Managed the company's bulk SMS platform.
- Sent promotional and informational SMSs to clients and potential clients.
- Created affiliate social media accounts for staff members.
- Registered Muafville's business profile on the Google My Business platform.
- Managed corporate email accounts.
- Created email accounts for new staff members.
- Advertised the firm's products on listing websites.
- Oversaw the day-to-day operations of the company's office.

Freelance Writer

Self-Employed; July 2017 to Date

Duties and Responsibilities

- Promote and sell my writing services to customers online and in person.
- Suggesting innovative ideas and topics for approaching content.
- Interpreting writing requirements.
- Conducting research on numerous topics in relation to different customers' needs.
- Writing quality content based on customer requirements and specifications.
- Content proofreading and editing.

- Monitoring and logging hours spent on different tasks.
- Submitting content through agreed-upon channels.
- Establishing, developing and maintaining positive business and customer relationships.

Programme Assistant

Centre for Innovative Leadership and Governance (CLIG); May 2016 – June 2017

Duties and Responsibilities

- Managed and administered CLIG's social media and other online accounts.
- Created engaging social media content.
- Created email accounts for new staff members.
- Undertook research activities relating to CLIG's portfolio.
- Assisted in organizing workshops and conferences.
- Handled communication with partners.
- Organized meetings and took minutes.
- Undertook other duties as assigned by the Programme Manager.

Awards/Merits and Recognition

The best student, Kihara Secondary School 2010.

Interests /Hobbies

Reading, listening to music, traveling, and watching soccer.

Referees

Name	Position	Email	Phone
Jonah Mugedi	Sales Executive – Muafville Limited		0797495833
Ms. Winnie Kirui	Programme Assistant - CLIG	winokirui@gmail.com	0722 358 003
Dr Duncan Mugambi	Lead Consultant - Danley Business Consultancy	mugambidun@gmail.com	0721 298 411