



Bill Kamanzi

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Profile

I combine tech and creativity to get things done. With a computer science background and real experience in content, ads, and AI tools, I create solutions that get results. I learn fast, move fast, and build solutions that make a difference.

Work Experience

Long Tail Ventures

Performance Content Marketer

March 2025 – present | Dubai, UAE

- Create video ads and scroll-stopping posters for Meta, TikTok, and Google Ad campaigns
- Write, edit, and produce short-form videos optimized for attention, clicks, and conversions
- Manage paid ad campaigns end-to-end using the creatives I build, focusing on performance metrics like CTR and ROAS
- Use customer feedback to shape content ideas that solve real user problems and drive engagement

Trainee - Performance Marketing & Data Analysis

January 2025 – March 2025 | Dubai, UAE

- Researched SEO keywords to boost content visibility
- Designed posters and short videos for Google campaigns
- Handled customer support and shared insights with the team

DP World, IT Intern

July 2023 – September 2023 | Dubai, UAE

- Selected cost-effective vendors, improving resource efficiency by 20%
- Coordinated between IT teams and business units across branches to ensure smooth communication

CrimsonLogic, IT Intern

May 2022 – August 2022 | Abu Dhabi, UAE

- Designed a user-friendly UI in Figma that reduced customer issue reporting time by 40%.
- Collaborated with backend developers to test and release software updates, decreasing bug reports by 30%

Skills

Programming & Data

Java, Python, R, SQL, Tableau, Power BI, Excel

Web & Dev Skills:

HTML5, CSS3, JavaScript, Astro, React.Js

Marketing & Analytics Tools:

Ahrefs, SEMrush, Ubersuggest, Keyword Planner, Google Ads, Meta Ads

Content & Video Creation:

Canva, ChatGPT, CapCut, ElevenLabs, Figma

Education

Bachelor of Science, Computer Science and IT, Rochester Institute of Technology

January 2020 – May 2024 | Dubai, UAE

Minor: Data Analytics | **CGPA:** 3.30/4.00

Certificates

IBM Data Science Professional Certificate, Coursera

Machine Learning with Python, IBM

Generative AI, IBM

Databases and SQL for Data Science with Python, IBM

Data Analysis with Python, IBM

Interests

- AI Workflows and Agentic AI
- Tech Hackathons
- AI in Content Creation
- Reading books
- Basketball and Football