

# Kelvin Ndoma

# Digital Marketer |software developer| Mathematician

# **ABOUT ME**

I am a data-driven digital marketer with a software development background. I thrive in crafting high-performing campaigns that optimize user experiences and leverage analytics to extract valuable insights.

#### **SKILLS**

## **Professional Skills**

- Search Engine Optimization (SEO)
- Content creation and marketing
- Social Media & Email Marketing
- Paid Advertising
- Data Analytics
- A/B testing (meta and email)
- Frontend and Backend development
- Mathematics & Physics

## **Technologies**

- Canva & Figma
- Google Workspace
- Google Analytics 4
- Mailchimp
- Google ads
- Trello and Slack
- HTML, React Js, JavaScript, CSS, Bootstrap, Tailwind Ruby on Rails, and PostgreSQL

#### **EXPERIENCE**

The Burns Brothers Nov 2023- Ongoing Role: Digital marketing specialist

#### **Duties**

Running campaigns, SEO Auditing, Google 4 analytics, social media strategy, content strategy, A/B testing, running Ads, ROI, and offering report and recommendation .

Simbisa Brands Kenya Limited (Nov 2021–Nov 2022) Role: Store Coordinator (Dial a delivery)

- Provided excellent customer service through positive relationships and efficient communication on orders with customers and team members.
- Data analysis: Tracked sales data, prepared reports, and analyzed data to identify trends and patterns.
- Technology proficiency: Used the POS system and other technology platforms to take orders, process payments, track inventory, and communicate with customers.
- Handled customer order issues effectively, reporting problems promptly to stakeholders for resolution..
- Ensured customer satisfaction through reliable and timely delivery services.

#### **Key Achievements**

Delivered significant improvements in customer satisfaction, sales, complaint management, and delivery operations

## **EDUCATION**

Social Media College-Australia Sept 2023 - Dec - 2023

Digital Marketing Intensive Course

Moringa School- Kenya (certificate) 2022-2023

Software Engineering(Full stack software developer)

Karatina University - Kenya (Degree) 2017-2021

Bachelor of Science With Education (Applied Mathematics and Physics)

• Second class with Honors upper division