



# Kelvin Ndoma

Digital Marketer |software developer| Mathematician

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## 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

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

### Duties

- 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

### Volunteer Work

Kenya Red Cross from 2017 to 2022

Provided assistance in emergencies, community outreach, and disaster relief, developing empathy, teamwork, and problem-solving skills.

## EDUCATION

<b>Social Media College–Australia</b>	<b>Sept 2023– Current</b>
Digital Marketing Intensive Course	
<b>Moringa School– Kenya (certificate)</b>	<b>2022–2023</b>
Software Engineering Course	
<b>Karatina University –Kenya (Degree)</b>	<b>2017–2021</b>
Bachelor of Science (Applied Mathematics and Physics)	
• Second class with Honors upper division	