

Kelvin Ndoma

DIGITAL MARKETER | FULLSTACK SOFTWARE DEVELOPER | MATHEMATICIAN

+254708840557 | kelvinndomamutua@gmail.com | <https://website-react-livid.vercel.app>
<https://www.linkedin.com/in/kelvin-ndoma-637102259/>

PROFILE SUMMARY

With a strong passion for digital marketing, I thrive in the dynamic world of online promotion. My focus is on crafting data-driven campaigns, optimizing user experiences, and leveraging analytics to drive valuable insights. My background as a software developer uniquely equips me to harness technology for effective marketing strategies. I am dedicated to merging my technical skills with the latest marketing trends, ensuring success in the ever-evolving field of digital marketing.

PROFESSIONAL SKILL

- Search Engine Optimization (SEO) , SEO analytics and reporting
- Content Marketing
- (Content strategy development)
- Social Media Marketing
- Email Marketing(campaigns & A/B testing)
- Paid Advertising(meta ad platform)
- Analytics and Data Analysis(Google4 analytics)
- Frontend development(HTML, React Js , Javascript, css, Bootstrap and Tailwind)
- Backend development(Ruby on Rails, Mysql and Postgresql)
- Canva
- Google Workspace
- Mathematics and Physics tutor

EDUCATION

Social Media College–Australia (certificate)	Sept 2023– Current
Digital Marketing Intensive	
Moringa School (certificate)	2022–2023
Software Engineering Bootcamp 2022 – 2023	
Karatina University (Degree)	2017–2021
BSC with Education Applied Mathematics and Physics(Second class with Honors upper division)	

Simbisa Brands Kenya Limited**Store Coordinator(Dial a delivery)**

Simbisa Brands Kenya Limited is a company that operates in the quick-service restaurant (QSR) industry. They're known for managing and running various well-known fast-food brands in Kenya. Some of the brands under Simbisa include Chicken Inn, Pizza Inn, Creamy Inn, and Bakers Inn

Duties

- Customer experience: Provided excellent customer service and developed positive customer relationships.
- Communication: Communicated with customers about their orders and with other team members to ensure efficiency and accuracy.
- 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.
- Problem resolution: Effectively addressed and resolved any issues or discrepancies with customer orders. Reported problems promptly to central management for resolution.
- Timely Delivery: Executed timely and reliable delivery services, ensuring customer satisfaction

key Achievements

- Enhanced Customer Satisfaction: Achieved a 10% increase in customer satisfaction through the successful implementation of a new customer service policy.
- Sales Growth: Spearheaded a successful sales campaign utilizing brochures, resulting in a notable 5% increase in overall sales.
- Effective Complaint Management: Implemented a new dispute resolution process, leading to a significant 20% reduction in customer complaints.
- Optimized Delivery Operations: Improved delivery efficiency by 15%, ensuring timely order preparation and reducing order cancellations.

Volunteer Work**Volunteered at Kenya Red Cross (2017–2022)**

I participated in various initiatives and projects aimed at providing assistance during emergencies, community outreach programs, and disaster relief efforts. This experience allowed

me to make a positive impact in the lives of those in need and further developed my empathy, teamwork, and problem-solving abilities.