

EDUCATION

september 2023-today
DIGITAL MARKETING INTENSIVE
Social Media college - Austarlia

2022-2023
SOFTWARE ENGINEERING BOOTCAMP
Moringa School- kenya

2017-2021
APPLIED MATHEMATICS & PHYSICS
Karatina University- kenya

SKILLS

PROFESSIONAL

- 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)
- Sales
- Mathematics and Physics tutor

AWARDS

Awarded a certificate for participating in the green innovation competition at Karatina University and emerging position 2/30 projects

PROFILE

I'm a versatile software developer with a passion for digital marketing. My background in full-stack development equips me to harness technology for effective marketing strategies. Enrolled in digital marketing, I'm committed to merging my technical skills with the latest marketing trends to drive online success. I thrive on crafting data-driven campaigns and optimizing user experiences. I look forward to leveraging my unique skill set to excel in the dynamic world of digital marketing

WORK EXPERIENCE

2021- | Simbisa Brands Kenya Limited
2022 | **STORE CORDINATOR**

- 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 and 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.

KEY ACHIEVEMENTS

- Increased customer satisfaction by 10% by implementing a new customer service policy.
- Increased sales by 5% by creating and running a successful social media marketing campaign.
- Reduced the number of customer complaints by 20% by implementing a new dispute resolution process.
- Improved delivery efficiency by 15% by ensuring that orders are prepared in time hence reducing cancelation of orders.

Volunteer at Kenya Red Cross (2017-2022).

As a volunteer for the Kenya Red Cross for five years, I actively contributed my time and skills to support the organization's mission. During my tenure, 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.