

# Raphael Kariuki

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Location: Nairobi, Kenya

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## DATA ANALYST || FRONT-END DEV || ADMINISTRATOR

Highly skilled and results-driven professional with a diverse background encompassing Data Analysis, Front End Development, and business administration. Proficient in leveraging analytical tools and methodologies to extract valuable insights from complex datasets, driving informed decision-making. Adept at developing intuitive user interfaces and optimizing web experiences to enhance user engagement and satisfaction. Proven expertise in crafting comprehensive digital marketing strategies, leveraging SEO, SEM, and social media platforms to maximize brand visibility and drive growth. Strong communicator and collaborator with a passion for innovation and continuous learning.

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## KEY COMPETENCIES

Tableau/Power BI  
Python/SQL/MySQL  
Machine Learning

HTML/CSS/Java-script  
React JS  
Gitbash/Git

SEO  
Google Ads  
Google Analytics

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## PROFESSIONAL EXPERIENCE

### Luckspur Trading Ltd

#### Project Lead

March 2022- March 2023

Identified and resolved project issues quickly and efficiently, minimizing their impact on project progress through technical applications as organize projects as per needed attention.

### SENDY LTD

#### Pricing Analyst

Feb 2021- Nov 2022

Analyzed competitors' pricing strategies and identified opportunities to improve pricing competitiveness

### ICEA LION Group

#### Life Assurance Agent

April 2019- Feb 2021

Utilized sales techniques and strategies to build customer relationships and close sales resulting in being sales agent of the Month of September 2021 from selling covers.

*For more information on my projects done and achievement kindly interact with my website  
[raphiqi.github.io/WhyareyousoRaph.io/](https://raphiqi.github.io/WhyareyousoRaph.io/)*

## EDUCATION

### Moringa School/ Flariton School (New York)

Graduate Diploma in Data Science and Visualizaiton

### Google Skills Africa IAB

Graduate Certificate in Digital Marketing and Media

### Strathmore University

Bachelor of Commerce - Entrepreneurship

## REFERENCES

David Kiritu - Director, Luckspur Trading  
+254722703715

Allan Mungai - Pricing Executive  
+44 7752 697191

Wycliffe Sabuti - Unit Manager ICEA  
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