

# AGNES NDUTA MWANIKI

## ACHIEVEMENTS

- Seeing a single Facebook post hit 300,000 impressions in a day, while keeping the ad expenditure reasonably low.
- Stellar SEO performance for my client here: <https://www.seoptimer.com/blog/>.
- Seeing one client sign up a local supermarket chain.



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## CERTIFICATES

- RESTful APIs, SQL, MongoDB and Express, React, OWASP, TDD, BDD, Wireframes, NodeJs
- Programming Basics (HTML, CSS -Bootstrap and jQuery, Javascript)

## EXPERIENCE

### LIFELINE CONTENT SOLUTIONS

January 2016 to date

I have created SEO content for my clients, ran paid campaigns, managed social media and done data analytics on Google Analytics.

### SMART REGIONAL CONSULTANTS LTD

March 2018 to January 2019

I was in charge of communications and reporting on the field activities in the Kenyan Arid North.

### EXPLORE DIGITAL LTD

May 2017 to February 2018

I was in charge of content strategy creation and implementation, content calendar creation, social media management and performance analysis..

## SKILLS



HTML; CSS -jQuery and Bootstrap (mdBootstrap), JavaScript, Markdown, WordPress, RESTful APIs, SQL, MongoDB, ExpressJS, React, NodeJS, OWASP, TDD, Git



Digital marketing (SEO, content strategy creation and implementation, social media and Google ads, data analysis)

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## EXTRA CURRICULAR

- Young African Leaders Initiative (YALI) - Business and Entrepreneurship
- Microsoft MySkills4Afrika mentorship programme (digital marketing)
- Leadership Training Course, The Ascent , The Journey Kenyatta University Chapter
- Leadership training course, Kenyatta University Growing Leaders Programme
- Nation Media Group Writing and Professional Editing Course

## EDUCATION

- DevCTraining (SQL, REST APIs, Node.js, EXpress.JS, MongoDB, React, Scrum, Agile)

Aug 2019 to November 2019

- Basic Programming (HTML, CSS-Bootstrap, jQuery and JavaScript)

Moringa School

Feb 2019 to March 2019

- Bachelor of Education (Arts)

English and Literature  
Kenyatta University

May 2011 to Dec 2015

## INTERESTS

- Writing, research, editing, digital marketing, youth empowerment, leadership, storytelling, business, technology, poetry, Literature, poverty alleviation

## REFERENCES

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