# WILSON JUMA CURRICULUM VITAE

## (ICT Specialist)


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Languages: English, Swahili

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## SUMMARY


Meticulous Technophile with a Digital Personality geared towards making the world a more better and interesting place, using digital skills.


## EXPERIENCE

### Founder & Digital Marketer (Aug 2024 - Present)

**Tech Psyche . Here**

- Researched and curated high-impact tech updates, resources, courses, and tips to engage a growing audience of tech enthusiasts.
- Increased channel followers from 0 to 16k through targeted content strategies and community interaction.
- Shared timely and relevant tech news, AI advancements, and industry trends to keep followers informed.
- Identified and shared free tech courses, tools, and learning resources to support skill development.
- Facilitated polls and feedback loops to enhance audience interaction and retention.
- Monitored engagement metrics (open rates, forwards, replies) to refine content strategy for maximum reach.
- Partnered with tech influencers, educators and organizations to amplify content and provide exclusive opportunities.

### Social Media Manager (May 2024 - July 2024)

**Map & Scale Surveys . Here**

- Developed, edited, and published engaging content (videos and graphics) across multiple social media platforms. Advertising the Company and Lands on Sale.
- Engaged with followers, responded to inquiries, and fostered a positive online community.
- Developed and implemented comprehensive social media strategies aligned with business objectives.
- Managed the Company Website, updating information and content.

**Community Advocate (August 2023 - August 2024)**

**Google Developer Students Club (University Of Embu). Here**

- Found and led  the Community, together with a strong team of passionate technologists.
- Led a Team of Software Developers in the Community to create a 'Mental health sessions' Booking Web App for the school, during a Hacktoberfest Challenge. Here
- Led a Team of Developers in the Community in coming up with a Google Solution Challenge Project for the Google Students Edition. Here
- Organized, Virtual and Physical meetups, workshops and study jams for the community, which enhanced skills growth, collaboration and networking.

**Web Developer (January 2020 - Current)**

**Freelancer**

- Built and styled fully responsive websites, transitioning legacy presentations to simultaneous mobile-friendly versions.
- Optimized website performance by analyzing and improving load times, reducing page size by 30% and enhancing overall user experience.
- Implemented version control using Git and GitHub, facilitating collaboration and ensuring code integrity across multiple development environments.
- Conducted thorough testing and debugging of web applications, resolving issues related to functionality, usability, and compatibility to ensure high-quality deliverables.
- Managed website content updates and implemented content management systems (CMS) such as WordPress, streamlining content creation and management processes.
- Monitored and analyzed web analytics to track user behavior, identify trends, and implement data-driven improvements to enhance site performance and engagement.

**UX Designer (2020 - Current)**

**Freelancer**

**Portfolio**

- Designed and developed User Interfaces for Portfolio and Media Companies' Websites.
- Created wireframes and prototypes for web-based applications, including responsive designs to accommodate multiple platforms.
- Used composition and color theory knowledge to design websites and mobile applications according to client/user needs and preferences.
- Delivered user-centered, evidence-based recommendations for various projects of my developer friends.
- Reported UX Design issues on Open Source Projects and contributed to the projects.

**Video Editor (August 2019 - Current)**

**Visit My Fiverr Profile**

- Created engaging videos for marketing of company products and services. Sample
- Crafted Shorts for social media posting for Podcasts. Sample
- Arranged raw music footage to make complete music videos for various artists. Sample
- Edited video clips to fit the length of a YouTube commercial, cutting unnecessary scenes and adding transitions for smooth flow.
- Emphasized emotional storytelling on wedding films, ensuring high-quality productions.
- Edited Faceless and Content YouTube Videos for YouTube Posting. Sample

**Graphic Designer (August 2019 - Current)**

**Freelancer**

**Portfolio**

- Designed promotional materials for social media posting, printing, blog posting, YouTube channel, website, email campaigns, and monthly newsletters; created content graphics, program lineups & developed custom visuals to fit the brand's voice.
- Organized presentations in Microsoft Power Point and embedded graphics to the presentations.
- Used composition and color theory knowledge to design websites according to client needs and preferences
- Designed Graphics for embedding in video clips.

**VOLUNTEER & SERVICE**

**Communication Director (April 2021 - October 2023)**

**University Of Embu SDA Church. Here**

- Developed and maintained the official church website, ensuring regular updates and user-friendly navigation.
- Designed and deployed a digital form to collect contact information from over 300 members, creating a searchable outreach database.
- Implemented a bulk SMS communication system to improve member engagement and event coordination remotely.
- Created a cloud storage centre to securely archive key church documents, media, and records.
- Launched and managed the church's YouTube channel, increasing online visibility and digital reach.
- Filmed and edited music performances and sermon videos for outreach Sabbaths and holiday mission events.

## ACHIEVEMENTS

- Found **Eqerl**. A sole proprietorship technology company in Kenya
- Found **Google Developer Student Club(University Of Embu)**. A Technology Community.
- Found **KenyaTrends.co.ke**. A Blog for sharing Learning Resources & Opportunities.
- Found **Tech Psyche** Community, running as a WhatsApp Channel. For sharing Technology Updates, Learning Resources & Tech Jobs.

## EDUCATION

**University Of Embu (2020-2024)**

Bachelor Of Education Science (Mathematics & Computer Science)

## TECHNICAL SKILLS

Web Development, Java Script, SQL, PHP, CSS, HTML, Python, Microsoft Excel Database Administration, Technical Writing, Linux, Video Editing, Adobe Premiere Pro, Sound Design, Product Design, Figma, Adobe XD, Adobe Photoshop

## SOFT SKILLS

Collaboration, Time management, Good Communication, Analytical Thinking

## CERTIFICATIONS & BADGES

Responsive Web Development Verify

Introduction to Large Language Models Verify

Introduction to Domain Names & Web Hosting - Udemy

Excel Data Analyst - Udemy & YouTube

Google Developer Student Clubs Lead Verify

## AWARDS

**Community Pioneer**

Google Developer Student Clubs - University Of Embu