

Geoffrey Ngugi Kariuki

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SUMMARY

Experienced Software Engineer, Financial Trader, Community Manager, Customer Support Expert, Marketer, Content Writer and Editor with a strong background in Front-end Web development, Saas, customer service, Zendesk (Email, Chat, and Social Media Management), marketing, writing and editing. Spectacular communications skills, both written and verbal. Fast learner and Team player.

Achievements

1. Formed the community management team and streamlined communication with inbound stakeholders through Zendesk, chat, email, and social media platforms.
2. Handheld pivotal operations with partners.
3. Implemented a highly effective call centre, thereby eliminating bottlenecks in the previous call system.
4. Implemented a WhatsApp API integration to enhance communication and enable WhatsApp ordering.
5. Perfected Content Creation and Website management for Woo-commerce (Wordpress) websites.

WORK EXPERIENCE

Nov 2022 to DATE : Financial Trader (Forex, Metals & Crypto)

Throughout the period, I have perfected the art of financial trading in Forex, metals, and Crypto currency. I have traded through both personal capital and funded accounts from various Prop firms.

JAN 2023 to DATE : Freelance Content Writer, Website Manager & Wordpress Developer

Over the past 3 years, I have helped Woo-commerce clients manage their websites, create SEO-Optimised content, and develop the websites for efficiency and optimized sales.

SEPT 2021 - NOV 2022: Community Manager and Senior Team Lead - One Sky.Garden Limited

I have handled various duties including supervising community managers, implementing a call center, and hand-holding partnerships,

WhatsApp API integration.

I have also worked as a link between Sky.Garden and it's BNPL Partners Including Lipa Later and Aspira

Worked as a senior team lead working in Liaison with the customer experience manager to enhance all teams' performances.

SEPT 2021 - NOV 2022: Marketer and Community Manager

- One Sky.Garden Limited

I have held different positions in the e-commerce company, thereby championing its growth to become a leader in the market. My roles included Marketing representative, Activations' Manager and Community Manager. The responsibilities entailed drafting general communication responses to inbound messages from clients and merchants, handling live chat tickets, and responding to email, Instagram, and Facebook messages and comments.

JAN 2014 - SEPT 2017: Freelance Writer and Editor

During the 3-year period, I practiced intensive freelance writing and editing with major global websites. My main concentration was research essays, articles, and reports. I still write research and opinionated articles on Medium.

2011 to 2016: MARKETING

Over the period, I took part in various activations in different marketing agencies. I worked with brands such as Safaricom, Nokia, Norton antivirus, Ariel, Oral-B toothbrushes, Omo detergents, Fay Tissues, Fudgeville Chocolate, Kiwi shoe polish amongst others in the capacity of both a Brand Ambassador and a

supervisor.

As a supervisor, I succeeded in meeting targets through teamwork with the Brand Ambassadors and made timely communication and reports on products to my seniors.

EDUCATION

2011-2015: BACHELOR of ARTS(BA)

University of Nairobi
Sociology, Communication and Economics
Sociology and communications- Double Major
Nairobi, Kenya.

August 2024 – Date: Front-End Career Path certification

Scrimba
Ongoing

July 2025 – Date: Software Development

Power Learn Project (PLP)
Ongoing

RELEVANT SKILLS

- Software Engineering
- Programming - JavaScript, ReactJS, HTML, CSS, Basic Python & Typescript
- Community management
- Sales and Marketing
- Financials Trading
- Leadership
- Writing and editing
- Wordpress Development
- Microsoft Office Programs
- Excellent Communication
- Time-Management and Prioritization of Tasks

Languages

English – Professional

Spanish - Intermediate