


FRANCIS KIRAGU

WEB DEVELOPER & DIGITAL MARKETER

CONTACT

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 Nairobi, Kenya.

EDUCATION

Multimedia University.

2022-2026

Bsc. Mathematics and Computer Science.

Graphic Design and Web development - Muyex Bootcamp

KEY ACHIEVEMENTS

- Created and managed over 200+ product listings with accurate pricing, descriptions, and visuals, improving user experience and conversion rates.
- Implemented keyword-rich product descriptions that helped achieve top Google rankings for multiple product categories.
- Collaborated with marketing teams to produce creative campaigns, increasing brand visibility and online traffic.
- Working on the site which I have attached screenshots below.

PROFILE

I am a creative and detail-oriented Web Developer and Content Editor with a passion for crafting engaging digital experiences. Skilled in website management, SEO optimization, and multimedia content creation. Adept at using CMS platforms like WordPress and tools such as Adobe Photoshop and Figma to deliver visually appealing and user-friendly web content. Motivated to contribute to client's desire and delivering a seamless and convenient shopping experience through innovation and quality content.

WORK EXPERIENCE

WEB DEVELOPER & CONTENT MANAGER.

Freelance.

Jan 2024 – Present (1.5 years)

- Designed, maintained, and optimized websites using WordPress and WooCommerce.
- Managed website content: updated products, prices, and descriptions regularly.
- Created and edited visual assets and promotional banners for websites and social media.
- Improved SEO rankings through keyword optimization and engaging product listings.
- Collaborated with marketing teams to plan and execute digital campaigns.

Graphic Designer / Social Media Content Creator

- Designed creative social media posts and product ads using Canva.
- Increased user engagement by developing consistent content themes and campaigns.

SKILLS

- Web & CMS Tools: WordPress, WooCommerce, HTML, CSS, Elementor.
- Design & Editing Tools: Adobe Photoshop, Canva, Figma.
- Digital Marketing: SEO, SEM, Google Analytics, Content Strategy.
- Social Media: Facebook, Instagram, Twitter, YouTube Management.
- Content Creation: Copywriting, Product Descriptions, Banners, Email Newsletters.

REFEREES

- Available upon request.