



ROBERT HAYES

RESUME

PERSONAL INFORMATION

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CAREER OBJECTIVE

" To secure a challenging position as a Digital Marketing and IT Specialist where I can leverage my technical expertise, marketing insights, and passion for innovation to drive business growth. I aim to contribute to a forward-thinking organization by implementing effective digital strategies, optimizing IT systems, and continuously enhancing processes through strategic problem-solving and collaboration."

CERTIFICATIONS

- Google Analytics Certified
- Google Project Management Certificate
- Google Support Fundamentals Certificate
- Cisco Certified Networking Associate (CCNA)

PROFESSIONAL SUMMARY

A confident and adaptable IT Specialist with a passion for learning and taking calculated risks. I thrive on solving challenges, pushing boundaries, and delivering impactful results in every project I tackle. Known for my humor and team spirit, I bring a collaborative approach to the table, always aiming to create positive, dynamic work environments. I am driven by a relentless curiosity and a desire for continuous improvement, making me an enthusiastic and capable contributor to any team.

EDUCATION

- JKUAT University, 2019-2021**
BACHELOR OF SCIENCE - INFORMATION TECHNOLOGY
Second Class Upper Division
- Catholic University of Eastern Africa, Oct 2016**
DIPLOMA - INFORMATION TECHNOLOGY
Second Class - Pass

EXPERIENCE

Digital Marketing Specialist - CarlCare Global | September 2024

- Key Responsibilities:**
- Led SEO/SEM strategies and optimized the website for improved performance, increasing web traffic by 25%.
 - Managed digital marketing campaigns across social media, email, and display advertising platforms.
 - Performed website audits to ensure compliance with security protocols and improved load times by 40%.
 - Designed graphics and banners for social media and mobile applications, contributing to a 15% engagement increase.
 - Provided technical support to internal teams and customers, resolving issues within 24 hours.

IT & Social media Specialist - Sky Garden | Mar 2021 - Nov 2021

- Key Responsibilities:**
- Managed and optimized company websites to ensure functionality, security, and timely updates.
 - Implemented and monitored SEO strategies that improved search rankings and drove organic traffic.
 - Developed and executed digital marketing campaigns across platforms to boost brand visibility and lead generation.
 - Analyzed website performance data and digital campaigns to create actionable insights that enhanced user engagement and conversions.
 - Maintained and troubleshooted IT infrastructure, ensuring smooth system operations and resolving technical issues promptly.

ICT Officer (Contract) - Edrak Associates Limited | Jan 2020 - Feb 2021

- Key Responsibilities:**
- Installed and configured workstations, ensuring operational efficiency across departments.
 - Implemented network security measures, reducing potential vulnerabilities by 30%.
 - Managed data storage and backups, ensuring compliance with company policies and quick data retrieval during cyber incidents.
 - Provided technical support for hardware and software issues, minimizing downtime by 20%.
 - Developed and maintained company websites, improving site functionality and user experience.
 - Provided hardware and software support, including server configuration and firewall installation.

SKILLS

- Website development and optimization for performance and user experience
- SEO and digital marketing strategy execution across platforms
- Graphic design and content creation for social media and web
- Data analytics and performance tracking using various tools
- IT troubleshooting and systems management for resolving technical issues