

Mary Usaji
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Professional Profile

I am a versatile Web developer with extensive knowledge and experience in Front End development. I create mobile responsive and user-friendly WordPress websites. I am also skilled in HTML, CSS, and JS, frequently applying on-site customization. I work with the most current functionalities and responsive design trends to ensure sites are up to date with the latest Web trends.

Work Experience

2020 - Present Front End Web Developer

Freelancer

- Proficient in managing and configuring website hosting environments and domain configurations for clients.
- Integrated numerous third-party plugins into WordPress websites to improve functionality and provide additional features to clients. Examples; -Third Party email integration (Mail chimp, Active Campaign...), Payment integration (Stripe, PayPal, DPO payment, Mpesa...)
- Conducting website performance and security audits to identify areas of improvement. I have implemented solutions to improve website performance, such as optimizing images and minifying code, and security, such as updating plugins and implementing security patches.
- Working closely with designers and clients to meet website goals and objectives. I understand the importance of effective communication and collaboration in achieving project success.
- I have extensive experience in developing and maintaining mobile-friendly WordPress websites that have intuitive and visually appealing user interfaces and user experiences.

2017- 2020 Business Development Executive

Peak Performance International

- Working closely with the IT personnel to come up with new systems that digitized most of our products and work processes leading to a 40% increase in market coverage.
- Supported in setting up a marketing system and used it to lead a team of 60 affiliate marketers in generating more revenues, leading to a 20% increase in revenue in 3 months.
- Participated and actively engaged in strategy meetings with the top management to develop short-term and long-term sales objectives and strategic plans to meet market needs.

2013 - 2017 Sales Assistant Manager

Trouvay and Cauvin Limited

- Meeting with clients on a case-to-case basis to strengthen relationships follow up on previous sales calls, and introduce new ways of working together. This led to a 75% increase in the number of monthly inquiries received from clients
- Assessing market conditions and identifying current and prospective sales opportunities by contacting prospective customers to introduce and promote products, attending trade shows, making direct phone calls, and sending direct emails to clients.
- Assisting and providing technical support to the delivery team by handling shipments resulting in a 50% increase in efficient and timely order delivery to clients.

Education and Certifications

FreeCodeCamp – *Jan 2022 - Present*

Javascript Algorithms and Data Structure

Binance – Feb 2021 – March 2021

Blockchain Development

LinkedIn Courses – *Jul 2020 – Feb 2021*

Software Development

Udemy (Online Course) - *June 2019 – March 2020*

Website Development with HTML5, CSS, and JS

Kiriri Women's University of Science and Technology - *August 2015 – August 2018*

Bachelor of Business Administration

Graduated with 2nd Class Honors Upper Division

Projects

My Portfolio Website – <https://www.usajimary.dev/>

Hobbies

Yoga | Cycling | Volunteering | Reading | Hiking | Dancing | Networking.

Personal details

Languages Proficiency: English (Fluent), French (Basics), Swahili (Fluent)

Referees

1. Romain Lamarque

Director - Africa

Trouvay and Cauvin Limited

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2. James Gitau

Founder/CEO

Peak Performance International

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