

Mary Usaji
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Professional Profile

Dynamic and versatile professional with expertise in Blockchain Project Management, Community Building, and Web development. Skilled in leading large-scale blockchain initiatives, mentoring developers, and building high-performance WordPress websites. Blending technical expertise with strategic business insight, I deliver impactful solutions that scale communities, drive adoption, and optimize user experience.

Work Experience

2025 - Up-to-date	Consultant – Web3 & Blockchain	Consultant
- Helping Blockchain startups and Web3 projects grow through tailored strategies in ecosystem development, community engagement, and project management. - Manage end-to-end project delivery, ensuring timely execution, cross-team collaboration, and measurable outcomes. - Oversee event planning, coordination, and execution to engage communities and strengthen brand presence. - Drive ecosystem growth and go-to-market strategies for Blockchain startups and Web3 projects. - Build and manage strategic partnerships, aligning business goals with ecosystem opportunities		
2023 - 2025	Project Manager	ICP HUB Kenya
- I led a dynamic community of over 10,000 Tech and Blockchain enthusiasts, driving engagement through mentorship, events, and hands-on learning. - I successfully planned and executed 30+ hackathons, directly supporting the growth of over 5,000 developers in their technical and career journeys. - I organized and executed 10+ university tech events, bringing together 5,000+ attendees to explore emerging technologies. - I have been featured as a speaker at key industry events and on national television, advocating for opportunities for women in tech. - I actively champion diversity in tech, supporting women-led initiatives that push for greater representation in the industry. - I spearheaded the onboarding process for developers into ICP's online courses on Decade, ensuring a steady increase in sign-ups and active participation in Blockchain learning programs.		
2020 – 2023	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.

2013 - 2020	Business Development Executive	Peak Performance International
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- 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.

Education and Certifications

Crypto School (Crypto Banter) – Feb 2025 – June 20225

Understanding Crypto Trading and Fundamentals

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/>