Alex Muiruri

content@alexmuiruri.com   0700278347

linkedin.com/in/alex-muiruri-writer   https://alexmuiruri.com

Summary

Thanks for visiting my LinkedIn profile. I'd be glad if you hit that "More" drop-down menu above, connect, and tell me more about yourself.

Hi there,

I'm Alex Muiruri, a tech writer and full-stack web developer with over 5 years of experience. I specialize in creating curated content for fintech, cyber security, cloud hosting, and investment companies.

I can also help you design and build fully functional web applications using PHP and Javascript programming languages and Bootstrap, Laravel, React, and Node JS frameworks. Other skills include HTML5, CSS3, Tailwind, and Python.

I'm also familiar with popular technologies like Git, MySQL, NoSQL, and MongoDB. Let's hop on a call to discuss what I can do for you. If you prefer to chat via email, reach out to me via content@alexmuiruri.com.

Experience

 Full Stack Javascript Developer
NetraScale
Sep 2023 - Present (5 months)
I analyze different APIs for performance so we can integrate them into a risk act app. I analyze their speed, performance, and whether they return any data. At the moment, I'm trying to fetch data from OpenAI API to find out how organizations can use it.

I've tested APIs from Microsoft Teams, Slack, Twilio, Zoom, ChatGPT, and Dropbox. Other APIs I've worked on include, Jira Confluence, Google API, Redis, Lucene, and Apache Solr.

Check out the live app at api.alexmuiruri.com

Full Stack Developer
Alex Muiruri
Jul 2023 - Present (7 months)
I create fully functional apps in Javascript, Python, and PHP. I'm highly skilled in using frameworks like Laravel, React, and Bootstrap. My first React app relied on Bootstrap and the MovieDB to create a movie trailer website.

My second app relied on PHP, MySQL, and Jquery to create a seamless writer management system. You can find the app at demo.alexmuiruri.com. Now I'm working on a Laravel blog app using Laravel and Filament. I'll be launching it at larablog.alexmuiruri.com.

Check it out when you have some free time now, will ya?

Freelance Casino Writer
Stickyeyes

Feb 2023 - Present (1 year)

I write interesting guides on how to play, win, and strategize casino gameplays. Interesting topics I've worked on include Getting The Best Out of an Online Bingo Site, How To Enjoy a Night of Playing Bingo, etc.

Founder & Senior Copywriter
Copy Scribers

Sep 2018 - Present (5 years 5 months)

• I increase client awareness by developing technical/non-technical marketing collateral and presentations, public relations campaigns, articles, and newsletters.
• Develop and execute marketing programmes and general business solutions resulting in increased company exposure, customer traffic, and more leads.
• Partner with clients to create and revise the annual budget for marketing strategies on Facebook, and other media.
• Work closely with all product development departments to create and maintain marketing materials for sales presentations and lead nurturing.
• Manage annual external audit and case studies.

Freelance Casino Writer
WhatSoftware.com

Jan 2023 - Nov 2023 (11 months)

I wrote software reviews and comparison articles for different brands and websites. Articles that I worked on include 7 Best CRM for Marketing (2023 Ranked & Reviewed), 5 Best CRM for Business Development [2023 Reviewed], etc.

Freelance Tech Content Writer
RedSwitches

Feb 2022 - Sep 2023 (1 year 8 months)

I wrote long-form guides about dedicated and Bare-Metal Servers. Interesting topics I've worked on include Best Web Browsers for Ubuntu, Heroku vs AWS: Decoding the Best Platform For Your Development Needs, etc.

Search Engine Optimization Copywriter
Venturer

Nov 2022 - Jan 2023 (3 months)

Writing product reviews of top PEO, Payroll, and HR management brands.
Working on product comparisons for top hosting, cloud-based, and eCommerce platforms

Freelance Writer
ZipRecruiter

Mar 2020 - Dec 2022 (2 years 10 months)
-Crafting concise articles that introduce employees to questions that they may be asked during interviews.

-Crafting detailed job description templates that employers can use while hiring new recruits.

-Crafting easy-to-copy resume templates that employers can use while applying for jobs.

Content Contributor
CopyPress
Mar 2019 - Dec 2022 (3 years 10 months)
-Creating top reviews for the latest vehicle models.

-Researching and coming up with SEO friendly content and copy for multiple car dealers websites.

-Researching and writing engaging copy for multiple niches and different organizations.

Freelance Copywriter
TextMaster
Sep 2018 - Nov 2018 (3 months)
• Produced excellent casino reviews
• Ensured consistent flow of articles to help rank on Search Engines.
• Worked to produce content on a weekly basis.
• Ensured proper grammar, keyword count, and other SEO tactics were appropriately integrated.

Education

HubSpot Academy
certificate, Marketing
2017 - 2018

Licenses & Certifications

Writing Ad Copy - LinkedIn

IAB Digital Marketing and Media Foundations Certification - HubSpot

Skills

WordPress • PHP • PhpMyAdmin • MySQL • PHP Frameworks • Doctrine (PHP) • Node.js • JavaScript • Git • Cascading Style Sheets (CSS)

Honors & Awards

HubSpot Content Marketing Certification - HubSpot.inc
Jan 2019