

Peter Okwara

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WORK EXPERIENCE

Founder

Nairobi, Kenya

Careergo

Jan 2023 - Present (1 years 6 months)

- Acquired 10 paying customers within the first 3 months through an effective "build in public" strategy on Twitter and LinkedIn, demonstrating the power of authentic community engagement.
- Developed and launched Careergo's flagship product in 3 months, showcasing ability to bring a concept from ideation to market-ready solution in a compressed timeframe.
- Implemented email automation systems, increasing customer engagement by 15% and reducing churn rate from 8% to 7% in the first year.
- Leveraged Zoho CRM for lead management, improving sales efficiency by 10% and enabling data-driven decision-making.
- Optimized landing page performance using analytics tools (posthog), resulting in a 5% increase in conversion rate.
- Bootstrapped all aspects of the business while wearing multiple hats, including product development, marketing, and customer support, leading to sustainable operations within 18 months.

Consultant

Nairobi, Kenya

Hypely

Jan 2023 - Present (1 years 6 months)

- Developed a custom smart contract for secure, immutable shoe authentication records using solidity and deployed to the main polygon network.
- Implemented account abstraction using BitGo (technology also used by Nike) to significantly enhance user experience by eliminating the need for direct management of public and private keys, before pivoting to Alchemy Account Abstraction.
- Designed a lead generation tool leveraging generative AI, resulting in a 20% increase in email sign-ups and improved user engagement.

Senior Software Developer + Devops Engineer

Nairobi, Kenya

IOTA Foundation

Sep 2019 - Mar 2023 (3 years 6 months)

- Developed the TLIP platform backend and frontend using Typescript, Nodejs, and React. Created unit tests for the backend using Jest. Also helped in gathering user requirements. The platform was completed and is currently running with integrations with 4 government agencies and two Exporters using it.
- Assisted and provided support in developing the one-click-tangle, a tool that helps users to run an IOTA Node, whether it's in a public network or private network. The users had their problems solved within 2 days.
- Set up monitoring tools (elasticsearch, kibana, fluentd) for the entire on-premise infrastructure, that helped detect downtimes between our integrations with the Government Agencies and fix them on time. This has helped the application team diagnose problems 30% faster than before.
- Developed a Support Manual for the TLIP project that outlines steps to the Support Team on how to diagnose integration problems we may have with Government Agencies. This cut down the time taken to diagnose integration problems in half.
- Created an Infrastructure Document that assisted the Kenyan Government Agencies with infrastructure requirements to run the TLIP project. This led to the adoption of the Infrastructure Set-Up by one of the Government Agencies.
- Created deployment scripts using Docker, Docker-compose, Kubernetes and Github Actions to make deployment of TLIP services easier. Government Agencies can also quickly deploy TLIP Services.

EDUCATION

Udacity

Nairobi, Kenya

Blockchain Nanodegree

Dec 2021 - Jul 2022 (7 months)

Udacity

Nairobi, Innovate

Frontend Nanodegree

Jul 2021 - Dec 2021 (5 months)

University Of Nairobi

Nairobi, Kenya

Bachelor Of Science, Electrical And Electronics Engineering

Jan 2013 - Dec 2019 (6 years 11 months)

CERTIFICATION

Associate Cloud Engineer

Nairobi, Kenya

Google

Issued Jul 2021

Microsoft Certified: Azure Fundamentals

Nairobi, Kenya

Microsoft

Issued Jul 2020

SKILLS

html5 • css • sveltekit • svelte • next.js • typescript • node.js • react.js • solidity • ethers.js • web3.js • docker • docker-compose • kubernetes • facebook ads • zoho crm • zoho social • zoho books • zoho campaigns • zoho pagesense • zoho salesiq