

# Presbury Siboyi

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## Data Entry & Content Writing Specialist

Detail-oriented professional with strong experience in data management, documentation, and content creation. Skilled in handling large datasets, ensuring accuracy, and producing SEO-optimized, engaging written materials for diverse audiences. Adept at balancing speed and precision in data entry tasks while delivering professional content that supports organizational goals. Known for excellent communication, research capabilities, and client-focused service delivery.

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## Core Skills & Competencies

### Data Entry & Management

- Fast and accurate **alphanumeric and 10-key data entry** (60+ WPM) with strong attention to detail
- Proficient in **Microsoft Office Suite** (Word, Excel, PowerPoint) and **Google Workspace** (Docs, Sheets, Drive) for structured data handling
- **Spreadsheet management** with expertise in **data cleansing, validation, and record keeping**
- Database management (SQL, MySQL basics) with focus on data integrity and accuracy
- Experience with ticketing systems, scheduling tools, and CRM platforms
- Document preparation, formatting, and proofreading

### Content Writing & Communication

- **Blog writing, article writing, and web content creation** for diverse digital platforms
- **SEO writing, keyword research, and optimization** for improved online visibility
- **Copywriting and creative writing** for marketing materials, proposals, and campaigns
- **Grammar expertise and copy editing** with proficiency in **AP Style formatting**
- **Content Management Systems (CMS)** including **WordPress** for digital publishing
- Skilled in content structuring, editing, and proofreading
- Ability to translate technical concepts into clear, user-friendly language
- Experience creating training materials, SOPs, and project documentation
- Strong command of English and Swahili (verbal and written)

### Professional Strengths

- Accuracy and efficiency in repetitive tasks

- Strong organizational and time management skills
  - **Deadline-oriented approach** with proven ability to meet tight timelines
  - **Multitasking abilities** across multiple projects and priorities
  - **Research skills** for fact-checking and content development
  - **SEO-aware content creation** aligned with digital marketing best practices
  - Client communication and stakeholder coordination
  - Ability to work independently and meet deadlines
  - Adaptability across administrative and technical environments
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## Professional Experience

### Data Entry & Content Support (Freelance)

Aug 2023 – Present

- Performed **alphanumeric and 10-key data entry, data cleansing, and validation** of large datasets for SMEs across multiple spreadsheets, ensuring 95%+ accuracy
- Prepared client documentation including reports, training manuals, and project summaries using **Microsoft Office Suite** and **Google Workspace**
- Created **SEO-optimized web content, blog articles, and copywriting** for websites, proposals, and marketing materials using **WordPress and other CMS platforms**
- Conducted **keyword research** and implemented **SEO best practices** to enhance content discoverability and engagement
- Developed creative marketing copy and promotional materials tailored to client brand voice and target audiences
- Managed **spreadsheet management, record keeping**, and service request tracking for multiple projects
- Delivered clear, concise written materials with strong **grammar and copy editing** that improved client workflow efficiency
- Applied **AP Style formatting** to ensure professional consistency across all deliverables

### ICT Systems Support Officer

County Government of Nairobi | Jun 2023 – Jan 2024

- Handled **alphanumeric data entry, data verification**, and system documentation for 80+ staff across departments using **Microsoft Office Suite** and database tools
- Produced technical manuals, SOPs, and user guides with clear formatting, structure, and **grammar expertise**
- Managed ticketing system records and **record keeping**, ensuring 92% same-day resolution and accurate reporting
- Coordinated administrative tasks including scheduling, meeting notes, and internal communications while **multitasking** across priorities

- Trained staff on database query tools and documentation best practices, reducing errors by 15%
  - Performed **data cleansing** and validation to maintain system integrity and accuracy
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## Education & Training

- **Bachelor's in Computer Science & Information Technology** – Kenyatta University(2024)
  - **Certificate in Electrical & Electronics Engineering** – Kasarani Vocational College (2023)
  - **Completed Training:**
    - SQL Database Management (data queries & administration basics)
    - System Documentation & Analysis Methodologies
    - Healthcare IT Systems (data protection & compliance)
    - SEO and Digital Content Writing (self-directed learning)
    - WordPress CMS and Web Content Management
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## Additional Qualifications

- **Languages:** Fluent in English & Swahili
  - **Typing Speed:** 60+ WPM with high accuracy in alphanumeric and 10-key entry
  - **Technical Proficiency:** Microsoft Office Suite, Google Workspace, WordPress CMS, SQL databases
  - **Communication:** Strong writing, editing, and copy editing skills with AP Style formatting knowledge
  - **Content Skills:** SEO writing, keyword research, blog and article writing, copywriting
  - **Customer Service:** Proven ability to support clients and teams with clear communication
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## References

Available upon request