GAD SHIKALI

FULL STACK DEVELOPER | DIGITAL MEDIA SPECIALIST | SOCIAL MEDIA MANAGER

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SUMMARY

Creative Digital Media Specialist with expertise in web design, visual storytelling, and content creation. Skilled in photography, videography, motion graphics, and digital marketing. Founder of Blackcess Softwares Limited, with a track record in client project management, web development, and boosting brand engagement and visibility.

PROFESSIONAL EXPERIENCE

Digital Media Specialist & Full Stack Developer (Freelance) - Blackcess Softwares Limited | Jan 2026 – Present
- Lead the design and development of responsive websites and web applications, specializing in visual content creation (photography, videography, motion graphics) and Adobe Creative Suite editing. Implement digital marketing strategies, manage client communications, and ensure timely delivery of tailored digital solutions.

Social Media Manager & Digital Media Specialist (Internship) - Rawlinz Designs Limited 2025 – 2026
- Managed social media accounts for multiple clients across different industries.
- Developed and executed content calendars aligned with brand objectives.
- Designed graphics and short form video content for social platforms.
- Managed paid ad campaigns (Meta & Google Ads) to support brand awareness and lead generation.
- Tracked performance metrics and optimized content using analytics tools.

Deputy Communications Strategist - Journalism Students Association of Kenya (JSAK) | 2023 – 2024
- Led the design of marketing materials such as posters, flyers, and digital content for events and campaigns to boost member engagement.

KEY PROJECTS

Customization Of Urban Wheels All-in-One CRM/ERP/HRM Software - FEB - Mar 2026
- Designed and developed a tailored software solution for Urban Wheels Car Rentals, optimizing car rental management through integrated CRM, ERP, and HRM functionalities. Delivered intuitive interfaces and compelling visual content to enhance client onboarding and streamline internal operations (urbanwheelsltd.co.ke).

Design & Development of Pili Restaurant - Jan 2026
- Designed and developed an e-commerce website for Pili Restaurant (pilirestaurant.co.ke), seamlessly integrating online ordering systems and advanced customer engagement features to enhance the user experience and drive business growth.

Kifaru Properties Digital Marketing & SEO - Aug - Dec 2025
- Managed social media accounts for Kifaru Properties Limited, creating dynamic content; including images, videos, and graphics, to boost visibility and enhance customer engagement. Additionally, contributed to the development of the company website, ensuring a seamless online presence that complemented social media efforts (kifaruproperties.com).

EDUCATION

Bachelor of Journalism & Digital Media
- KCA University - (Expected Graduation July 2026)
- Transcripts available

Certificate in Software Engineering
- Modcom Institute of Technology - (2025 to 2026 - Expected Graduation May 2026)

SKILLS

- **Web Design & Development:** Experienced in HTML, CSS, React, Laravel, and CMS for responsive websites.
- **Photography & Videography:** Skilled in visual content creation and editing.
- **Motion Graphics:** Proficient in dynamic animations using Adobe After Effects.
- **Digital Marketing:** Expertise in SEO, social media, paid ads, and content creation.
- **Graphic Design:** Proficient in Adobe Creative Suite and Canva.
- **Project Management:** Strong in client communication and project coordination.

ADDITIONAL INFORMATION

- **Languages:** English, Kiswahili
- **Tools: Adobe Creative Suite, Google Analytics, Canva, SEMrush, CapCut**
- **References:** Available upon request