

DYLAN INTORE KADENDE

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spidawebb.com
Kigali, Rwanda

SUMMARY

Digital Marketing Specialist with 5+ years of experience in website design, ecommerce management, social media marketing, and operations coordination. Founder of SPIDA WEBB Ltd, providing branding, web design, SEO, and PPC services. Skilled in managing digital campaigns, enhancing brand visibility, and delivering tailored business solutions.

EDUCATION

ALX	2025
Course	
Front-End & Back-End Web Development	
ALX	2025
Course	
Professional Foundations	
Mount Kigali University	2025
University	
Business Administration (Minor in International Business)	
Excella School	2019
High School	
Maths, Business, and Economics	

WORK EXPERIENCE

Marketing & Communication Intern / Rwanda Finance Limited (KIFC)	Jan 2025 - April 2025
- Created and scheduled engaging content for sponsors, partners, and attendees across social media platforms. - Managed event communication by delivering live updates and session notes to ensure accuracy and audience engagement. - Assisted in coordinating sponsorship deliverables and ensured consistent brand alignment across partner materials. - Analyzed social media and website metrics to measure performance and optimize content strategy.	
Founder & Creative Lead / SPIDA WEBB Ltd	May 2024 - Present
- Provides branding, web design, eCommerce solutions, SEO, Shopify development, graphic design, content writing, and PPC advertising. - Helps businesses establish and grow their online presence through customized digital strategies. - Manages a creative team to deliver client solutions.	

Online Marketing & Operations Manager/ SFB Transport Aug 2023 - Jan 2025
LLC - Kigali, Rwanda **(USA Remote)**

- Designed, developed, and managed the company's official website.
- Led digital marketing campaigns and managed social media platforms.
- Coordinated daily freight dispatch operations and client communications.
- Created marketing content and monitored campaign performance.

Digital Marketing & Web Maintenance Specialist/ Mar 2022 - July 2023
International Deliver – Kigali, Rwanda **(USA Remote)**

- Led digital marketing campaigns and social media advertising.
- Managed website content, product uploads, and seasonal promotions.
- Created marketing creatives, optimized ads, and improved online engagement.

Website & Digital Presence Manager/ International Deliver – Aug 2020 - Mar 2022
Kigali, Rwanda **(USA Remote)**

- Designed and managed the ecommerce website for the sneaker resale business.
- Handled social media accounts, digital content creation, and product listings.
- Maintained website updates and optimized online customer experience.

Administrative Assistant / TRINITY LAWYERS Dec 2019 - July 2020

- Assisted with daily administrative operations and office management.
- Supported document handling, scheduling, and communication between departments.

KEY SKILLS

- Website Design & Management (WordPress, Shopify, CMS)
- Social Media Management & Advertising
- Content Creation & Copywriting
- Ecommerce Management
- Search Engine Optimization (SEO)
- Graphic Design (Canva, Adobe Suite basics)
- Pay-Per-Click (PPC) Advertising
- Brand Identity & Creative Direction
- Freight Dispatch Coordination & Operations
- Marketing Analytics & Performance Reporting
- Team Leadership & Project Management
- Campaign Development & Execution

LANGUAGES

- English **(Fluent)**
 - French **(Conversational)**
 - Kinyarwanda **(Fluent)**
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