

Vicent M Segona

Blogger | IT Specialist | Digital Media Professional

Profile

Professional Blogger, SEO Specialist, and IT Specialist with proven experience in web design, PHP script installation, website management, and digital content strategy. Highly skilled in creating SEO-optimized blog content, designing responsive websites, and deploying secure PHP-based scripts and systems. Adept at improving website visibility, performance, and user engagement through technical optimization and strategic content development.

Professional Experience

IT Specialist | Web Designer | SEO Specialist

Vicent GO – Dar es Salaam, Tanzania

February 2021 – Present

- Design, develop, and maintain responsive websites for businesses and personal brands.
- Install, configure, and customize PHP scripts, CMS platforms, and web applications.
- Provide technical IT support, server setup assistance, and system troubleshooting.
- Implement on-page and technical SEO strategies to improve search engine rankings.
- Optimize website speed, security, and overall performance.
- Collaborate with clients to deliver scalable and user-friendly digital solutions.

Professional Blogger & Content Strategist

Freelance / Independent

January 2019 – Present

- Research, write, and publish high-quality blog content focused on technology, business, current affairs, and digital trends.
 - Apply SEO best practices including keyword research, internal linking, and content structuring.
 - Grow organic traffic through consistent content optimization and analytics tracking.
 - Manage blogs, publishing schedules, and content performance reviews.
 - Promote blog content across digital and social media platforms.
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Education

Bachelor of Science in Information and Communication Technology (BSc in ICT)

Open University of Tanzania (OUT)

Ongoing

- Core focus areas include Software Development, Networking, Database Systems, Web Technologies, and Information Systems.
 - Practical application of ICT skills through real-world web and digital projects.
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Key Projects

VicentJobs.com

A recruitment and job listing platform connecting job seekers and employers. - Designed and managed the website structure and user experience. - Implemented SEO strategies to improve visibility and organic traffic. - Managed content publishing, updates, and system maintenance. - Provided ongoing technical support and performance optimization.

VicentGO.com

Official website for Vicent GO digital and IT services. - Designed and developed responsive web pages. - Installed and configured PHP scripts and CMS tools. - Optimized website speed, security, and SEO performance. - Managed service content, branding, and technical integrations.

Certifications & Courses

- Digital Media & Content Management
 - Website & System Administration
 - SEO Fundamentals
 - Video Editing & Multimedia Production
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Skills

- Professional Blogging & Content Writing
- SEO Optimization (On-page & Technical)
- Web Design & Development
- PHP Script Installation & Configuration
- Website Maintenance & Performance Optimization
- CMS Management (WordPress & similar platforms)
- IT Support & Technical Troubleshooting
- Server & Hosting Setup Assistance

- Video Editing (Adobe Premiere Pro, DaVinci Resolve)
 - Digital Publishing & Online Branding
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Languages

- English
 - Swahili
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Contact Details

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Interests

Technology Innovation, Blogging, Digital Media, Online Business, Creative Content Development