

# Irene Bogues

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## CORE SKILLS >>

- Digital Strategy
- Web Analytics
- HTML
- WordPress
- Social Media
- Web Design
- SEO
- Content Strategy
- Project Management
- BootStrap
- CSS
- UX Research
- Influence Marketing
- Customer Engagement
- Strong Collab Skills
- CRM

## ORGANIZATIONS >>

International Youth Federation – Head of Press Operations  
 SEMPO – Member  
 SoDA - The Digital Society – Member

## Let's Connect!



@irenebogues

## EDUCATION >>

Flatiron School, New York, NY  
 Full Stack Web Development  
 Certification (Candidate)

University of San Carlos, Cebu City,  
 Philippines  
 Masters in History

University of San Carlos, Cebu City,  
 Philippines  
 Bachelor of Arts in History



### NonProfits I've Work with

TechieYouth NY  
 ChickTech NY  
 Manhattan Community  
 Boathouse  
 SG Cares  
 Philippine Red Cross

INTEREST  
& HOBBIES



## Web Developer UX Researcher

Out of the box, creative thinker committed to continuously innovating web and digital strategy that enables clients to achieve and maintain a competitive edge in the market.

## Work Experience

- ② **Heat and Stir | ChickTech NYC** **NY, NY**  
**2016-Present**  
 Digital Strategist/Front-End Developer

Launched website using WP-CMS and across the board social media presence. Serves as front and backend maintenance and support and operations and ensures WP hardening.

- ② **Int'l. Youth Federation** **London, UK 2017 - Present**  
 Digital Consultant/Head of Press

Plan, execute, analyze, and optimize marketing roadmap and program innovation to drive mission and vision. Deliver and develop strategic communications plan to support business objectives, extend awareness of its work and increase its reach into key areas

- ② **Iskina Cebu Singapore** **Sg, SG 2013-2015**  
 UX Researcher and Analyst

Conducted detailed research and assessments of Singaporean culinary trends for a Philippine-based artisanal cuisine. Successfully differentiated specialized cuisine in a highly competitive marketplace by thoroughly leveraging product's unique gastronomic and cultural properties.

- ② **Chinco Pte Ltd** **Sg, SG 2009-2013**  
 UX Researcher and Analyst

Reports directly to the CEO, combing and interpreting data related to bleeding-edge technologies in security, surveillance and communications in the Southeast Asian Region.

