

IRENE BOGUES

Manhattan, Midtown West, NYC | <http://bit.ly/IBoguesLnkdln> | <http://bit.ly/IreneBogues> | (646) 499-6252

PROFILE:

Dedicated and persevering woman seeks a position leveraging current Full Stack Web Development training and several years' Digital Analyst and Market Research expertise.

EDUCATION:	FLATIRON SCHOOL • NEW YORK, NY <i>Full Stack Web Development Program</i>	JANUARY 2017 – PRESENT
	UNIVERSITY OF SAN CARLOS • CEBU CITY, PHILIPPINES <i>Masters in History</i> <i>Bachelor of Arts in History</i>	2001 – 2008 2008 2005

PROFESSIONAL EXPERIENCE:

HEATANDSTIR.COM • NEW YORK, NY **AUGUST 2015 – PRESENT**
Freelance Digital Analyst / Strategist

- Leveraged a broad range of social media strategies and web-based analytical skill sets to create targeted branding solutions that massively increased online engagement for clients.
- Manage clients' entire digital footprint, designing and implementing customized analytical and reporting processes tailored to identify trends, optimize brand effectiveness, maximize social media influence, generate advertising opportunities and improve calls-to-action / click-through rates.
- Conduct in-depth due diligence on the overall performance of clients' social media accounts, web pages, blogs and content, empowering clients' and maximized click-through rates.
- Analyze digital traffic to maximize engagement strategies, marketing tactics and sales performance.
- Design and implement cross-platform social media strategies that result in clients forging mutually beneficial relationships with digital influencers.

SIMPLY INITIATE PTE LTD • SINGAPORE, SINGAPORE **APRIL 2014 – APRIL 2015**
Freelance Digital Strategist / Analyst

- Conducted detailed assessments of local Singaporean culinary trends and perceptions for Philippine-based artisanal cuisine looking to break into the Singapore marketplace.
- Successfully differentiated specialized cuisine in a highly competitive marketplace by thoroughly researching and leveraging product's unique gastronomic and cultural properties.
- Trained client on effective social media practices, FB analytics, basic web design and platform integration.

CHINCO SINGAPORE PTE LTD • SINGAPORE, SINGAPORE **AUGUST 2009 – AUGUST 2013**
Market Research Analyst

- Provided comprehensive support to Managing Director, combing and interpreting data related to bleeding-edge technologies in security, surveillance and communications in the Asia-Pacific Region.
- Conducted exhaustive research on governmental policies related to TV white spaces technology, dynamic spectrum and next generation surveillance capabilities.

UNIVERSITY OF SAN CARLOS • CEBU CITY, PHILIPPINES **NOVEMBER 2005 – NOVEMBER 2008**
Faculty Member / History Teacher

SKILLS:

- MS Office Suite • Bootstrap • HTML • CSS • WP • Google Analytics • Photography
- Social Media Analytics and Dashboards (Instagram, FB, Twitter, Pinterest, Tumblr, Google+, Buffer, Moz, Hootsuite, Klout)