

Alex van den Boogaard

Bachelor of Commerce – Informatics Information Systems (student)

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PROFESSIONAL PROFILE

I am an aspiring informatics student looking to gain experience in the field of software development, cyber security, and system design. I absorb information effortlessly and I learn new technologies both quickly and thoroughly.

I have an excellent theoretical and practical appreciation for information systems and how they can be applied in solving various problems. My goal is to make South African consumers' information safe, accessible, and reliable. In addition to my chosen degree, I am currently completing a web development course as well as data structures and algorithms course through Udemy.

KEY COMPETENCIES AND TECHNICAL SKILLS

- **Aspiring leader** - guided a group project to create a home automation solution for an elderly lady.
- **Public speaking** - presented various group projects in front of an audience.
- **Curious** - eager to learn new skills such as web development, cyber security, and data structures in addition to my degree.
- **Decision maker** - comfortable making quick decisions and trying new solutions.

TECHNICAL SKILLS

- MVC and C#
- HTML, CSS, JavaScript, Bootstrap
- Node.js and Express
- React
- MongoDB
- SAS
- UI/UX design using Figma.
- Microsoft Word, Excel, and PowerPoint

PERSONAL PROJECT

Complete full-stack recreation of OLX

OLX was a popular peer-to-peer selling platform like Gumtree but was discontinued. Check the [GitHub link](#) for a video breakdown of the project in the READ.ME file.

Key features

- Create and log into your account.
- Create, edit, delete listings.
- Personal dashboard to edit your details and view notifications.
- Filter and search listings created by other users.
- Log in as admin with separate dashboard.
- View analytics as admin
- Manage database and remove listings as admin.
- Tech stack: HTML, CSS, JavaScript, MongoDB, Express.js, Node.js

Key takeaways: This project helped me practise my system design, database design, and development skills I've learned thus far at university. I also learned to manage the project via GitHub and meet self-set deadlines.

WORK EXPERIENCE

Freelance Website Designer and Developer (March 2020 - February 2023)

Overview: I worked with a colleague to design and develop no-code websites for various businesses using Webflow.

Key Responsibilities

- Market research
- UI/UX design
- Client relationship management
- Webflow website development
- Project management

Key takeaways: Ability to understand a business quickly, to choose the right solution within their budget, to manage the project from mood board to low fidelity design, to high fidelity design, to the final website.

Google and Facebook ads campaign management | FAST Class Tutoring (August – November 2022)

Overview: I planned and executed a marketing campaign to get FAST Class Tutoring new students for the winter season. I used Figma to design the ads, Ubersuggest to do keyword research and Google and Facebook to run the ad campaign. The campaign resulted in 168 new students and a 550% increase in revenue due to improved SEO and website conversion rate.

Key Responsibilities

- Manage the campaigns to stay within budget.
- Create weekly reports about key campaign statistics such as click-through rate, bounce rate, conversion rate and cost-per-click.

- Shift the budget to high-performing ads and adjust struggling ads.
- Update the Facebook profile to attract more visitors.

Key takeaways: Budget management, project management, keyword research, marketing analysis.

EDUCATION

2023 - Present: **BCom Informatics** | University of Pretoria

- Top achiever for 2023
- First year weighted average of 84.29%

2018 - 2022: **National Senior Certificate** | Pretoria Boys High School

- Matric average of 90%
 - 7 Distinctions
 - Subjects: IT, Accounting, AP Maths, Physics, English Home Language, FAL Afrikaans, Life Orientation.
 - Dux scholar of 2020 and 2021. Associate dux scholar of 2022
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PASSIONS | INTERESTS

I enjoy chess, basketball, and reading. Additionally, I completed the Dale Carnegie Generation Next course where I learned public speaking and relationship skills.

REFERENCES

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