

# Dan Boudet

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## SUMMARY AND OBJECTIVE

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After 15 years in marketing and general web development, my passion for problem-solving and my knack for programming has led me to transition to a career in software engineering.

## EDUCATION

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Software Engineering Career Course, **Boca Code** — SEP 2021  
B.A., Business Administration, **University of Florida** — DEC 2004

## EXPERIENCE

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### Cultural Council for Palm Beach County

*Director of Marketing and Research* — NOV 2019–JUN 2021

- Ongoing management of [palmbeachculture.com](http://palmbeachculture.com)
- Oversight of internal marketing team and creative agency partners
- Strategy and execution of a \$1mm+ marketing budget

*Senior Interactive Manager* — FEB 2019–NOV 2019

- Ongoing management of [palmbeachculture.com](http://palmbeachculture.com)
- Designed and built three distinct online directories using Knack

*Interactive Manager* — APR 2013–FEB 2019

- Migrated [palmbeachculture.com](http://palmbeachculture.com) to WordPress CMS, hosted on AWS
- Implemented Google Analytics and Tag Manager, tracking conversion and attribution
- Launched white-labeled third-party events calendar platform

### The Palm Beach Post

*Ad Ops (multiple roles)* — JUN 2006–MAR 2013

- Website analytics using SiteCatalyst (Adobe Analytics) and Google Analytics
- Email production and database management
- Website administration
- Ad trafficking
- Mobile landing pages
- Online contest production and administration
- GQL and Excel report building

## SKILLS

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### Languages:

JavaScript, CSS,  
HTML, Python, PHP

### Frontend:

React, React Native,  
Material-UI, Sass,  
Bootstrap

### Backend:

Node.js, Express,  
Linux

### Databases:

MySQL, MongoDB,  
Firestore

### Cloud Services:

AWS, Google Cloud  
Platform, Firebase

### Workflow:

Git, Agile/SCRUM

### Other:

Knack, WordPress,  
Cloudflare, Excel,  
Adobe Creative  
Cloud, Google  
Analytics /  
Tag Manager