

James Beronilla Imbuido

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EDUCATION

James Cook University | Master of Data Science

Grade: Distinction

Monash University | Bachelor of Nursing

Grade: Distinction

Emmaus College | VCE

ATAR: 92.95

WORK EXPERIENCE

Mental Health Nurse and Case Manager

Eastern Health | Maroondah, Australia

- Providing comprehensive care to clients with mental health conditions, including assessment, diagnosis, treatment planning, and case management.
- Collaborating with other healthcare professionals to provide a coordinated and holistic approach to care.
- Advocating for clients' rights and needs and promoting their recovery and well-being.

Social Media Marketing Specialist and Digital Marketing Specialist

My Best Life | Australia

- Managed the development, implementation, monitoring, tracking and optimizing of PPC campaigns such as Google AdWords.
- Managed SEO (Search Engine Optimization) to increase company's organic search visibility and ranking by 3%.
- Developed a strategy for social advertising in Instagram and Facebook to increase brand awareness by 10%.

Admissions Officer

Box Hill Institute | Box Hill, VIC

- Conducted conferences with parents and students to review progress, adjust academic plans and renew enrollments.
- Leveraged client's knowledge of budget and educational designs to facilitate development of cost-effective educational programs.
- Coordinated community education programming events and other activities designed to increase and improve educational outcomes.
- Evaluated success of training programs and recommended improvements to upper managements to enhance effectiveness.
- Reviewed and edited training materials for accuracy and company policy compliance.
- Coordinated ongoing technical training and personal development classes for staff members.

Customer Experience and Call Center Representative

Box Hill Institute | Box Hill, VIC

- Achieved and consistently exceeded KPI through product and service promotion during inbound and outbound calls.
- Consulted with outside parties to resolve discrepancies and create effective solutions.
- Responded to customer requests for products, services, and company information.
- Cultivate customer loyalty, promoted repeat customers and improved sales.

PROJECT/APPLICATION EXPERIENCE

Password Creator and Evaluator

Python Jupyter Notebook → Incorporates NLP and ML to fit a model, from a dataset, that determines the strength of a password. The password is provided by the user, where they can create, save/overwrite, and view the current password.

Stock Screener Dashboard for AAPL

PowerBI → Loads and visualizes the stock 'AAPL' through a multitude of graphs and distributions. The dashboard aims to initially provide a stock summary, then showcases the progression of the low and high prices, and the volume movement overtime – from 2022 to 2023.

Coca Cola Business Report Dashboard

PowerBI → Presents an interactive dashboard that highlights the sales summary of the company. This incorporates Artificial Intelligence (A.I.) tools, geospatial mapping, and various data visualization techniques.

Queensland School Selector Assistant

Tableau Dashboard → A visualization of the (primary and secondary) schools across QLD, Australia. This aims to provide relevant logistical information to the targeted audience (Parents of children who are soon enrolling to schools) that will aid in identifying the school(s) of their preference(s).

COVID-19 2020 Overview

Tableau Dashboard → A visualization of the progress of Covid globally overtime (January-July 2020). This aims to inform relevant statistical information to the wider audience that is interested in tracking the number of cases, deaths, recoveries, and global distribution of the pandemic.

COURSE EXPERIENCE

Google Data Analytics Specialization Certificate

Coursera

Python for Data Science and Machine Learning Bootcamp Certificate

Udemy

Data Visualization Certificate

freeCodeCamp

Microsoft Excel – Excel from Beginner to Advanced

Udemy

TECHNICAL SKILLS

Microsoft Excel | Microsoft PowerPoint | Python | SQL | SAS | Bootstrap | Salesforce | Tableau

Social Media Marketing | R | Power BI | Data Visualization | Power Query | Web development

AREAS OF EXPERTISE

Marketing | Competitor Monitoring | Addressing Queries | Customer Service | Reception | Multi-tasking | Ideation

Defining Requirements | Setting Roadmaps | Driving Execution | HR Management | HR Policies and Procedures

Staff Training and Development | Strategic Planning