

# Danial Boules

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## EDUCATION

### Western Governors University, 2023

Master of Business Administration

### Moravian University, 2021

Bachelor of Arts in Graphic & Interactive Design

## RELATED EXPERIENCE

### Enter.Net, Allentown, PA — Web Developer (UX & UI)

April 2022 to May 2023

- Designed and developed 120+ WordPress websites in close collaboration with diverse clients, emphasizing user-centric experiences and creating visually appealing interfaces. Utilized best practices in user interface (UI) design and user experience (UX) principles to enhance engagement and usability.
- Engaged with a daily average of 20-30 clients, skillfully implementing website enhancements tailored to their unique needs, including real-time updates on promotions, discounts, and job postings. Demonstrated strong interpersonal skills and adaptability to meet client demands.
- Led the successful execution of Search Engine Optimization (SEO) strategies, resulting in clients achieving top search rankings and significantly expanding their digital presence. Proficient in optimizing websites for improved visibility and search engine performance.
- Initiated and managed 40+ weekly marketing campaigns, seamlessly integrating user psychology insights into design decisions to strategically drive customer acquisition and boost brand recognition. Applied user-centered design principles to create compelling marketing materials.
- Excelled in managing multiple concurrent projects by adeptly prioritizing tasks based on complexity and urgency. Consistently delivered high-quality solutions within tight deadlines, showcasing strong project management and time management skills.

## OTHER EXPERIENCE

### Independent Contractor, Allentown, PA

September 2017 to September 2019

- Conducted in-depth research on auction inventory via their website, creating comprehensive spreadsheets to analyze prospective vehicles, their specifications, and projected bidding prices, demonstrating strong analytical abilities.
- Proactively improved the visual appeal and value of automobiles through vehicle detailing and necessary repairs, ensuring customer satisfaction and loyalty.
- Utilized digital marketing expertise to capture captivating vehicle photographs and consistently published compelling ads on platforms such as Craigslist, Facebook Marketplace, and Offer Up, effectively expanding customer reach and engagement.
- Established meaningful client connections by arranging face-to-face meetings to showcase vehicles, address inquiries, and facilitate test drives, fostering trust and exceptional customer service.
- Skillfully negotiated final prices, optimizing value for all parties involved, while efficiently managing all essential paperwork, including title transfers, bills of sale, and vehicle plate processing, exemplifying effective project management capabilities.

## PROFESSIONAL SKILL SET

- Arabic (Fluent)
- French (Intermediate)
- HTML & CSS
- JavaScript
- WordPress
- SEO
- Mailchimp
- cPanel
- Figma
- Google Analytics
- Sketch
- PyCharm
- Adobe Photoshop
- Adobe Illustrator
- Adobe Dreamweaver
- Adobe InDesign
- Adobe Lightroom
- Adobe XD
- Microsoft PowerPoint
- Microsoft Word
- Microsoft Excel
- Typography
- Website Design
- Photography