

FRANCES EUNICE U. AGUSTIN

Philippines | Open to Abu Dhabi / UAE Relocation
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PROFESSIONAL SUMMARY

Results-driven Digital Transformation Consultant with experience in consultative IT solutions sales, stakeholder discovery, workflow optimization, and business development. Skilled in identifying operational pain points, translating client requirements into scalable technology solutions, and supporting proposal discussions that drive client acquisition and business growth. Experienced in cross-functional collaboration with a focus on digital transformation projects for SMEs in the Philippines, now targeting Abu Dhabi's rapidly growing government and private-sector digitalization initiatives.

CORE SKILLS

Business Requirements Gathering • Process Mapping & Workflow Analysis • BRD / Functional Documentation • Stakeholder Management • UAT Coordination • Process Improvement • CRM / ERP Workflow Understanding • Data Reporting & Analysis • Cross-functional Collaboration • Agile & Waterfall Awareness • Client-Facing Presentations • Referral-Based Networking (BNI)

PROFESSIONAL EXPERIENCE

DX Consultant | CITYSTYLE IT Solutions Corp, Pasig City

April 2025 – Present

- Led 22 stakeholder discovery workshops and requirements-gathering sessions, identifying key business pain points and translating them into structured digital solution roadmaps.
- Produced Business Requirement Documents (BRDs), workflow maps, and user journey diagrams for 5+ web systems and software solutions, serving as the primary documentation resource for development teams.
- Analyzed existing client workflows and recommended process improvements and digital solutions, contributing to measurable efficiency gains in client operations.
- Collaborated cross-functionally with developers, UX designers, and business stakeholders to translate requirements into functional specifications, reducing ambiguity and revision cycles.
- Coordinated UAT phases, managed user feedback collection, and supported post-launch issue resolution, ensuring solution quality and stakeholder satisfaction.
- Represent CITYSTYLE IT Solutions Corp as an active BNI (Business Network International) member, building referral partnerships and expanding the company's client pipeline through structured professional networking.

Barista | Starbucks, Quezon City

October 2022 – October 2024

- Standardized daily operational workflows for a team of 12, improving service consistency and reducing order errors during high-volume shifts of 300+ customers per day.
 - Managed real-time customer escalations and operational issues, demonstrating stakeholder management and problem-resolution skills in a fast-paced environment.
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TECHNICAL TOOLS

Project & Collaboration: Notion • Trello • Asana • Google Workspace

CRM & Business Systems: CRM Platforms • ERP Workflow Understanding

Design & Documentation: Figma • Canva • Microsoft Office / Excel

Data & Reporting: Basic Dashboard Support • Excel Reporting • AI Workflow Tools

PROFESSIONAL AFFILIATIONS

BNI (Business Network International) Member – Representing CITYSTYLE | 2025 – Present

- Active member of a globally recognized referral networking organization with chapters across 70+ countries, including the UAE. Responsible for representing the company in weekly structured meetings, generating qualified referrals, and building strategic business relationships — directly aligned with the relationship-driven business culture of Abu Dhabi.
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EDUCATION

BS Entrepreneurship, Major in Culinary Arts

Miriam College, Quezon City | 2018 – 2022

Dean's Lister | Leadership Awardee