Anastasiia Khrus

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WEB DESIGNER · WEB DEVELOPER · MARKETING ANALYST

Web Designer with 5 years of experience in web development, e-commerce platforms, and digital marketing, with a strong background in Shopify and WordPress development, SEO optimization, analytics, and performance-driven design, backed by 7+ years in hospitality, operations, and customer service with strong leadership, stakeholder communication, and cross-functional coordination skills.

TECHNICAL SKILLS

Languages & Frameworks: HTML, CSS, JavaScript, Liquid, C#, SQL, .NET MVC, REST APIs
Platforms & CMS: Shopify, WordPress, WooCommerce, Shopify Plus, Theme Customization
Analytics & SEO: Google Analytics (GA4), SEMrush, Search Console, CRO, A/B Testing
Marketing & Automation: Mailchimp, Zoho Marketing Plus, Constant Contact, Email Automation
Design & Media: Canva, Adobe Photoshop, Illustrator, CapCut, Midjourney, AI Design Tools
Dev & Tools: GitHub, Git, Azure, VS Code, Performance Optimization, Responsive Design

PROFESSIONAL EXPERIENCE

Web Designer / Analyst – CodeNest | April 2024 – Present

- Develop and maintain Shopify and WordPress websites using HTML, CSS, JavaScript, Liquid
- Create marketing assets, support email marketing campaigns, newsletters, and social media

Machine Learning Specialist – Outlier | October 2024 – Present

- Support machine learning model training through data analysis and QA
- Review HTML, CSS, and JavaScript outputs

Digital Marketing Analyst (Contract) – Markage | May 2025 – October 2025

- Implement responsive layouts and products using HTML, CSS, JavaScript, and Liquid
- Develop WordPress and Shopify components for marketing teams

Operations Manager – LA Fitness | Niagara Falls, ON

- Managed daily operations, scheduling, payroll, hiring, and staff coordination
- Led front-desk operations, reporting, and process improvements

EDUCATION

Niagara College, Canada — Computer Programming | January 2022 – April 2025
Niagara College, Canada — Hospitality Management | January 2015 – December 2017