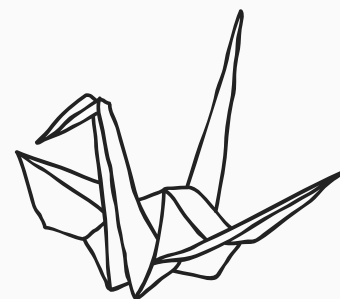


# ANA MERCEDES SENTÍES REYES RETANA

## Developer & Technical Digital Marketing Specialist

✉ anamercedes.senties@gmail.com



## PROFILE

Developer and Technical Digital Marketing Specialist with strong problem-solving skills and work ethic. Adaptable and quick learner, always looking for opportunities to learn more about new technologies and development practices. Excellent communication skills, enabling effective collaboration and engagement with diverse teams and clients.

## SKILLS

React  
Next.js  
Ionic  
JavaScript  
TypeScript  
HTML  
CSS  
C#  
Unity  
WordPress  
Squarespace  
Shopify

## VOLUNTEERING

### Overall helper

**Granja Hogar** | Children's home

### Co facilitator

**IPPLIAP** | Pedagogical Institute for  
Language Problems

### Instructor

**INEA** | Institution for adult's education

## EDUCATION

**Programming for Games, Web, and Mobile** 2022 - 2023  
Vancouver Film School | Graduated with Honours

**BA in Communications** 2018 - 2022  
Universidad Iberoamericana, Mexico City | Graduated with Honours

## EXPERIENCE

**Jr. Developer** 2023 - ongoing  
**BusyBytes** | Full Time

Develop websites, online stores and apps with React, Next.js, Node.js, Gatsby, WordPress, Ionic and Angular

**Technical Expert** 2023 - ongoing  
**Pixeron** | Part time

Manage the technical setup for digital marketing campaigns, ensuring crucial events—such as eCommerce funnel tracking—are accurately implemented.

**Community Manager** 2022  
**INTRARE** | Internship

Created 50+ contents for social media  
Redesigned INTRARE's website allowing a better digital positioning  
Translated 10+ documents for job training for immigrants

**Web Developer and Community Manager** 2019 - 2022  
**frecuenciaPM** | Digital Agency | Co-Founder

Developed 9+ websites  
Developed 5+ online stores  
Managed 12+ social media accounts

## LANGUAGES

Spanish - Native  
English - Full professional proficiency  
Italian - Professional working proficiency