

contact:



# 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  
JavaScript  
TypeScript  
HTML  
CSS  
C#  
Unity  
WordPress  
Wix  
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

### 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.

### Jr. Developer

2023 - 2025

**BusyBytes** | Full Time

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

### 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