

Hanaley Mosley

Fullstack Developer | Product & Web Specialist

Panama City, Panama · Available Remotely

[LinkedIn profile](#)

Profile Summary

I'm a product-focused fullstack developer with more than a decade designing and building web solutions from scratch. My journey started at age 12, and ever since, I've been passionate about turning ideas into real, scalable, and beautiful digital experiences. I lead full product lifecycles, specializing in React, Django, PostgreSQL, and WordPress, and I love using automation, AI, and modern integrations to solve real-world problems for clients of all sizes. I thrive collaborating with teams, mentoring others, and keeping a positive, results-driven mindset in every project. Bilingual in English and Spanish.

Professional Experience

Lead Fullstack Developer & Product Owner — KNTRKT

2024 – Present

- Built the entire platform from scratch: UI/UX, frontend, backend, and database
- Contract creation, automated invoice generation, and payment collection workflows
- Integrated AI/LLM for smart contract analysis and automation
- Deployed and managed infrastructure using Docker and GitHub
- Stack: React, Django, PostgreSQL, Stripe, Mistral API, Docker

Email Deliverability & Marketing Specialist — CharityHowTo

2024 - 2025

- Diagnosed and resolved domain reputation and email deliverability for cold outreach

- Achieved top deliverability using Woodpecker, Mailreach, GlockApps
- Managed and scaled marketing campaigns (Apollo.io), edited content, and tracked KPIs
- Migrated engagement workflows from HubSpot to new systems
- Used Scrum/Trello for agile project management

Consultant – IT & Marketing Department / Liberty Latin America

2022 - 2023

- Led system migration, custom component development, and automation for e-commerce
- Enhanced data accuracy, performance, and user retention through frontend optimizations
- Managed analytics, theme development, and cross-functional project execution
- Stack: WordPress, Laravel, Bootstrap, Vanilla JS, PHP, MySQL, Asana, Jira, Docker, Directus

WordPress Developer & Product Designer — Open Budget Project

US Embassy, FSVC & Foundation for the Development of Citizen Freedom

2020 – 2024

- Led UX design, user research, wireframing, and prototyping
- Developed custom WordPress sites, integrated themes/plugins, and optimized SEO & accessibility
- Managed hosting, analytics, migrations, and ongoing site maintenance
- Stack: WordPress, jQuery, JavaScript, ACF, Figma, PHP, CSS, HTML, Bootstrap, MySQL, Ubuntu, Apache

WordPress Web Product Specialist — Live and Invest Overseas

2019 - 2020

- Developed landing pages and UI components, optimized for usability and speed
- Improved content management, reduced load times, and conducted unit tests
- Managed plugins, debugging, analytics, A/B testing, and lead generation
- Stack: WordPress, Bootstrap, JS, PHP, CSS, Sass, WooCommerce, Google Analytics, Zapier, Hotjar, Semrush

Web Developer and Product Designer — Hanamoss

2015 - 2025

- Built scalable WordPress and web apps, integrating Ruby on Rails and React
- Optimized UI/UX, SEO, and managed cross-functional teams
- Led project planning, site structure, custom themes/plugins, speed, and accessibility
- Stack: JavaScript, PHP, Ruby, Python, SQL, HTML, CSS, Sass, MySQL, PostgreSQL, React, Ionic, WordPress, Laravel, Django, Tailwind, WooCommerce, Shopify, Figma

Web Designer & WordPress Developer — Next Century Publishing

2013–2015 (Las Vegas, NV, USA — Remote)

- Designed and developed custom WordPress websites for authors, books, and automotive projects, ensuring strong branding and a smooth user experience.
- Built and managed e-commerce stores using WooCommerce and payment gateways including PayPal and Authorize.Net.
- Improved website layouts, interactivity, and performance using HTML, CSS, jQuery, Bootstrap, and advanced Photoshop work.
- Became an early adopter of CSS preprocessors (Sass – Syntactically Awesome Style Sheets), expanding the use of modern front-end tools.

- Managed database operations with MySQL, and continuously improved my JavaScript skills through practical project work.
 - Deployed websites and ecommerce systems.
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Skills

- **Frontend:** React, WordPress, HTML, CSS, JavaScript, Bootstrap, Sass, jQuery, Tailwind, Next.js,
 - **Backend:** Django, Ruby on Rails, PHP, Python, Ruby, Express.js
 - **Databases:** PostgreSQL, MySQL, MariaDB
 - **CMS:** WordPress, Wagtail, Shopify
 - **APIs & Integrations:** REST, custom & third-party APIs (Meta, Stripe, Panda, Instagram Graph), Webhooks
 - **Automation & AI:** AI/LLMs (Mistral API), workflow automation
 - **Email & Marketing:** Email deliverability, cold outreach, domain reputation, Woodpecker, Mailreach, Apollo.io, GlockApps, Sendgrid, Marketing automation, Campaign management, A/B tests
 - **DevOps & Deployment:** Docker, GitHub, CI/CD, Google Cloud, Directus
 - **Interface & Design:** Figma, Invision, XD, Photoshop, Illustrator
 - **Project Management:** Scrum, Trello, Jira, Agile, KPI tracking, A/B Testing
 - **SEO & Analytics:** SEO, Semrush, Google Analytics, Hotjar
 - **Operating Systems:** Linux (Ubuntu, CentOS, Debian), Windows
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Education & Certifications

- Certified Fullstack Developer - Lewagon School (Madrid)
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Languages

- English (Professional working proficiency)
 - Spanish (Native or bilingual proficiency)
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Interests

- Coding education & digital literacy
 - Digital transformation
 - Animal protection & civil society projects
 - Hiking, gastronomy, reading
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Contact

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