



MIA KATARINA ANDRIC

Head of Digital Strategy & Operations • Web & Digital Implementation

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PROFESSIONAL SUMMARY

Digital designer & strategist with MSc in Game Development and BSc in Web Development and Multimedia. Specializes in CMS and e-commerce builds (Shopify, WooCommerce), marketing automation, and full-cycle digital campaigns. Proven impact in product launches, operational optimization, and growth acceleration (including tripling sales at Keybird). Hands-on in UX, implementation leadership, integrations, digital content creation and daily management.

WORK EXPERIENCE

HEAD OF DIGITAL STRATEGY & OPERATIONS

Keybird Instruments | Oct 2024 – Present

- Spearheaded the Keybird L1 product launch, securing significant media attention and boosting overall brand visibility.
- Launched and managed a fully funded Kickstarter, accelerating product rollout and community growth.
- Developed and implemented dual e-commerce solutions (Shopify, WooCommerce) to eliminate bottlenecks and improve customer experience.
- Oversaw Customer Care operations including logistics, workflow optimization, and quality control.
- Contributed to a 3x sales increase through digital strategy and high-impact campaigns.
- Managed daily operations across Hubspot CRM and ERP to ensure seamless customer and business workflows.

CO-FOUNDER, COO & LEAD SOUND ENGINEER

Silkroad Studios | Sept 2020 – May 2024

- Directed the vision for sound design and music; recorded, edited, implemented audio in engine; composed original music.
 - Co-founded the studio and oversaw operations including HR, recruitment, accounting, and management support.
 - Implemented ClickUp to build internal project management processes, streamline workflows, and improve team efficiency.
 - Established the studio's digital presence via website design, presentations, pitch decks, visuals, and video content for funded projects.
 - Recruited and mentored team members, guiding audio development and ensuring consistent quality across projects.
 - Represented the studio at events and conferences; presented the company, developed trailers, and built investor visibility.
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WEB DEVELOPER & IMPLEMENTATION SPECIALIST

Budtz Innovation | Feb 2020 – Nov 2022

- Implementation Lead and Technical Consultant for SMV clients across websites and marketing automation.
 - Led the full lifecycle of web projects — from concept and UX design to development and deployment.
 - Built custom WordPress and WooCommerce websites, as well as Shopify webshops tailored to client needs.
 - Designed and implemented automation workflows connecting booking systems, website forms, and email marketing tools to streamline business processes.
 - Developed customer support pipelines in Zendesk, integrating ticket handling with client platforms using Zapier.
 - Created wireframes and mockups for web and app projects, ensuring intuitive and user-focused UX design.
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FREELANCE WEB DEVELOPER & CONSULTANT

Copenhagenyoga | 2018 – 2023

- Maintained website; led migration from WordPress to Squarespace.
- Produced social graphics and provided troubleshooting and tech support

STUDENT WEBMASTER

Kunde&Co | Jan 2017 – Jun 2019

- Maintained large corporate websites (Grundfos, Danfoss, Føtex) in Umbraco, AEM, and Drupal.
 - Launched Hilding & Ekens site; delivered smaller digital projects for Danfoss.
 - Built custom HTML5 banners (Neutral, Grundfos, SIG, Falck).
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COURSE ASSISTANT — WEB DEVELOPMENT

Zealand Institute of Business & Technology | Jan 2018 – Apr 2018

- Supported students during 3-month web development projects.
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SKILLS & TOOLS

Programming & Web: HTML (11y), CSS (11y), JavaScript (3y), PHP (4y), C# (2y), SQL (basic), Liquid (2y)

E-commerce & CMS: Shopify (3y), WooCommerce (6y), WordPress (8y), Umbraco (2y), Drupal (2y), Squarespace (1y), AEM (1y)

Marketing Automation & CRM: Mailchimp (4y), ActiveCampaign (2y), Zapier (2y), Make.com (6mo)

Design & Media: Adobe Creative Cloud (11y): Photoshop, Illustrator, Premiere Pro, After Effects, Audition)

EDUCATION & CERTIFICATES

MSc in Game Design — IT University of Copenhagen | 2018 – 2020

PBA in Web Development — Zealand Institute of Business & Tech | 2017 – 2018

AP in Multimedia Design & Communication — University College Nordjylland | 2014 – 2016

Modul 6 — Danish Proficiency | 2025