

# Ana Mir

Web Developer & Digital Marketing Specialist

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## SUMMARY

Four years as the entire digital department for a Florida e-commerce retailer — building the storefront, replatforming it, writing the internal tooling, and running the campaigns on top of it. Finishing a BS in Computer Science part-time. Equally comfortable in a Python codebase and an email calendar, and used to owning a project from “we should sell this” through to what it earned.

## EXPERIENCE

**Web Developer & Digital Growth Specialist** · Bonita Smoke Shop May 2022 – Present

- Planned and executed a full **BigCommerce** → **WordPress / WooCommerce replatform** — catalog and variations, customer accounts, three years of order history, shipping zones and a mega-menu architecture cutting thousands of SKUs by brand, strength, origin and shape — solo, against a live store. 62 tasks tracked end to end in Notion with weekly stakeholder review.
- Wrote an internal **Flask price-comparison tool** (Python, BeautifulSoup, SQLAlchemy, Alembic) that scrapes three competing retailers on demand and lines their pricing up against ours behind an authenticated dashboard.
- Design, write and send every email campaign in **Omnisend** — **345 to date**. Best-performing send returned **\$2.21 revenue per email sent** against a ~\$0.10 e-commerce campaign benchmark.
- Shipped the compliance and integration layer: cookie-based age verification (JavaScript/jQuery), accessibility widget, hardened login, and QuickBooks Enterprise, USPS and UPS integrations. Grew organic visibility via sitemap and robots.txt remediation, SEMrush keyword strategy and local listing cleanup.
- Shoot and edit storefront and social video in **Premiere Pro** and **CapCut**; design campaign graphics in Canva and Photoshop.

**Digital Producer** · Coalition Technologies Sep 2024 – Dec 2024 · Remote

- Scoped client web projects and authored the proposals, contracts and statements of work behind them, acting as adviser rather than salesperson.
- Oversaw **e-commerce data migrations** between platforms for clients — coordinating designers and developers through delivery in Basecamp, building site maps and content structures, and managing the sales-to-production hand-off.

**Founder** · Wonders Digital (Etsy) 2023 – Present

- Digital product shop — hyperlinked planners, sticker packs and templates for GoodNotes, Notion, reMarkable and Kindle Scribe. **46 listings, 5.0★**.
- Own the whole line: product design, listing SEO and copy, pricing, marketing and customer support.

**Head of Web Development** · All Pro Social Co. Aug – Oct 2022

- Designed mobile-first layouts in Figma and Sketch and built them out in WordPress and Elementor; reviewed code for standards compliance and cross-device compatibility.

**Earlier** · Frontend & engineering roles 2021 – 2022

- Adwaita Solutions** — Frontend Developer (agile, UI/UX in Justinmind, mentored interns). **Centurions Michigan** — Web Developer, volunteer, reporting features for an anti-trafficking nonprofit. **Elle Investments** — SWE Intern (MySQL, PHP, Apache). **UnitedHealth Group** — Advocate, member claims under HIPAA.

## SKILLS

|                |                                                                                       |
|----------------|---------------------------------------------------------------------------------------|
| Languages      | Python, JavaScript, TypeScript, PHP, SQL, HTML, CSS                                   |
| Frameworks     | Flask, Next.js, React, Prisma, Zod, Tailwind, jQuery                                  |
| Platforms      | WordPress, WooCommerce, BigCommerce, Elementor, Etsy                                  |
| Data & tools   | SQLAlchemy, Alembic, MySQL, PostgreSQL, BeautifulSoup, Git & GitHub, Notion, Basecamp |
| Marketing      | Omnisend, Klaviyo, Google Analytics, SEMrush, technical & local SEO, email strategy   |
| Design & video | Figma, Canva, Adobe Photoshop, Premiere Pro, CapCut                                   |

## EDUCATION & CERTIFICATIONS

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|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| <b>BS, Computer Science</b> (in progress)<br>Western Governors University · part-time | <b>Certifications</b><br>SEO Certified · Advanced Google Analytics · Klaviyo Product Certificate · SheCodes Basics |
| <b>AS, Biotechnology</b><br>Hudson County Community College · 2019                    | <b>Languages</b><br>English (native) · Spanish (full professional)                                                 |