



ANA MERCEDES SENTÍES REYES RETANA

DIGITAL & COMMUNICATION SPECIALIST



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PROFILE

Master's student in Public Management and Policy, passionate about the intersection of technology, social impact, and inclusion. Experienced in implementing communication and digital projects aimed at strengthening community engagement and access to essential services. Passionate about digital transformation and inclusion policies within public institutions and civil society that make public services more fair, accessible, and affordable for all.

SKILLS

- Project management
- Public communication
- React
- Next.js
- WordPress
- Data tracking
- Cross-cultural communication
- Team collaboration
- Analytical thinking

VOLUNTEERING

Overall helper

Granja Hogar | Children's home

Co facilitator

IPPLIAP | Pedagogical Institute for Language Problems

Instructor

INEA | Institution for Adult's Education

EDUCATION

Master in Public Management and Policy 2025 - ongoing
Università della Svizzera Italiana, Switzerland

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

Sr. Technical Expert 2023 - ongoing
Pixeron | Part time · Freelance
Manage the technical setup for digital marketing campaigns, ensuring crucial events—such as eCommerce funnel tracking—are accurately implemented

Jr. Developer 2023 - 2025
BusyBytes | Part Time · Freelance
Developed websites, online stores and apps with React, Next.js, Node.js, Gatsby, WordPress, Ionic and Angular

Community Manager 2022
INTRARE | Internship
Redesigned website and social media channels to improve access to resources for immigrants
Translated 10+ training materials for job integration for immigrants

Web Developer and Community Manager 2019 - 2022
frecuenciaPM | Digital Agency | Co-Founder
Developed 14+ inclusive and accessible websites and online stores
Managed communication and digital presence for small organisations and NGOs.

LANGUAGES

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