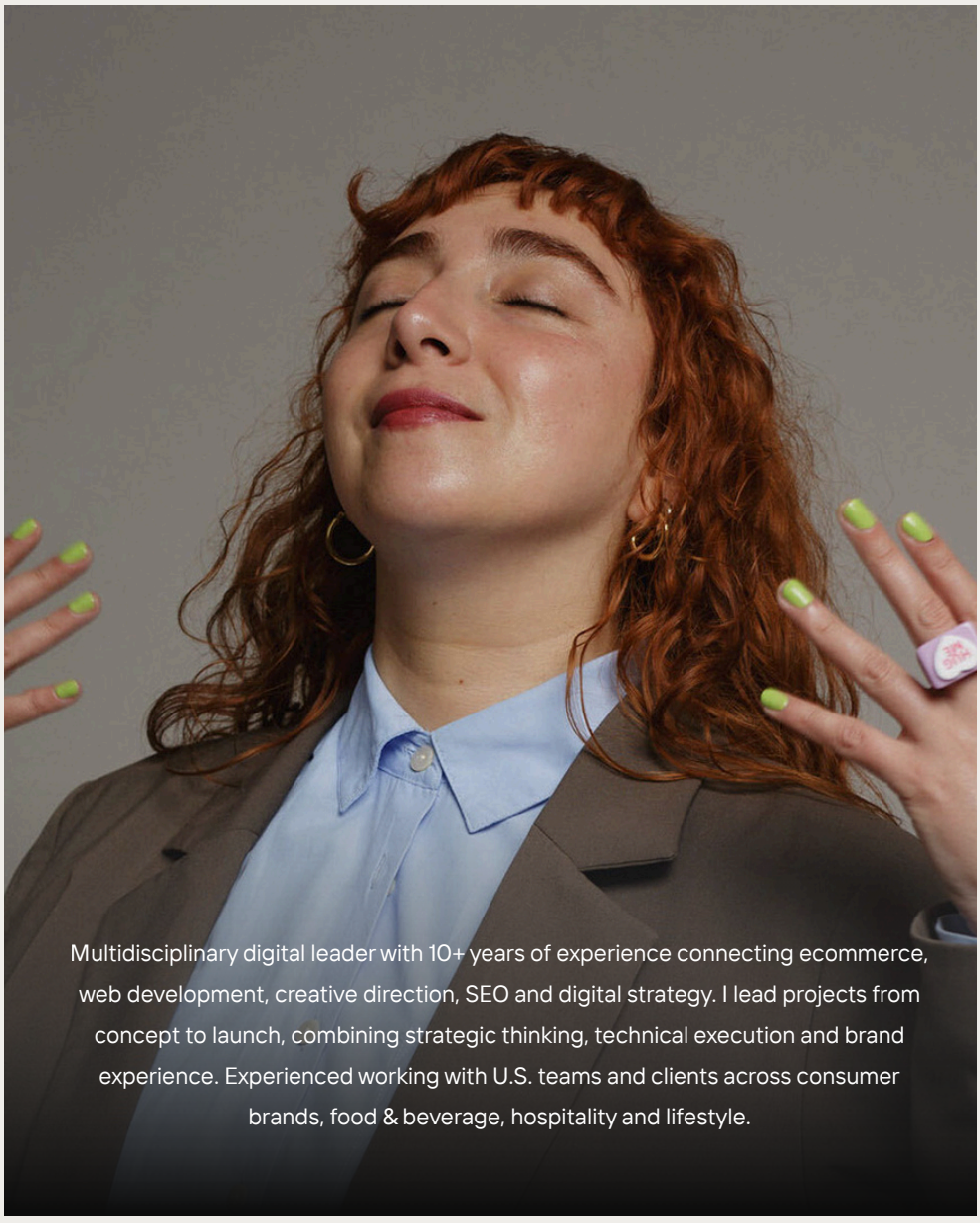
DANINKA PIZARRO

ECOMMERCE & DIGITAL EXPERIENCE LEAD

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ABOUT ME



EXPERIENCE

MAVRK STUDIO

HEAD OF WEB DEVELOPMENT & DIGITAL EXPERIENCE

- Led end-to-end ecommerce, web and digital growth projects for international consumer brands.
- Managed client relationships, multidisciplinary teams and technical operations.
- Directed Shopify, WordPress and Framer development, SEO, UX/CRO and website optimization.
- Oversaw launches, analytics, integrations and ongoing digital performance.

2019 - AUGUST 2026 · REMOTE

TESELAR ESTUDIO

FOUNDER & CREATIVE / DIGITAL STRATEGY LEAD

- Founded a creative studio connecting branding, ecommerce, web development and digital strategy.
- Lead creative direction, digital experiences and brand growth initiatives.
- Manage projects, collaborators and client relationships from strategy through execution.

2022 - 2026

ESTUDIO JUNGLA

DESIGN & DIGITAL CREATIVE

Contributed to visual design, digital communication and creative projects.

2018 - 2019

EDUCATION

DESIGN STUDIES · 2025
Hochschule München University of Applied Sciences, Germany.

DESIGN
Universidad de Valparaíso, Chile.

BACHELOR'S DEGREE IN ARTS
Universidad de Playa Ancha.

SKILLS

- **Shopify, Ecommerce & Web Development**
- **SEO, AI Search & UX/CRO**
- **Creative Direction & Branding**
- **Digital Strategy & Project Leadership**

LANGUAGES

ESPAÑOL
NATIVE

ENGLISH
PROFESSIONAL WORKING PROFICIENCY

GERMAN
BASIC