Emina Renee Galina

WEBSITE & E-COMMERCE MANAGER

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PROFILE

Digital web professional with 12+ years of experience across in-house, agency and independent work. I connect website operations, e-commerce, UX, content, analytics and technical systems — turning complex requirements into clear priorities and reliable digital experiences. Strong hands-on background in WordPress and WooCommerce, combined with project ownership, cross-functional coordination and an eye for detail.

Website Management · E-Commerce · Digital Project Ownership · WordPress / WooCommerce · UX · Analytics & Tracking · SEO · QA & Troubleshooting

PROFESSIONAL EXPERIENCE

Website Manager

DiniTech GmbH / NRGkick

STYRIA, AUSTRIA · 03/2025 — PRESENT · IN-HOUSE

- Led the concept, redesign and end-to-end development of nrgkick.com — from information architecture, UX and design direction through implementation, content, multilingual rollout, QA and go-live.
- As part of the marketing team, own the web and e-commerce side of NRGkick's digital presence, turning campaign, content and business priorities into website and platform execution.
- Work across analytics and tracking (GA4 / GTM), campaign measurement, integrations and e-commerce processes, translating business requirements into practical web solutions.
- Manage day-to-day website and e-commerce operations, releases, QA, troubleshooting and coordination of technical changes with marketing, design and development teams.
- Handle cross-functional digital topics spanning payments, checkout, legal/compliance requirements, partner campaigns and technical web operations.

WordPress Developer

abm Werbeagentur

TRAUN / LINZ, AUSTRIA · 06/2019 — 02/2025 · AGENCY

- Developed and maintained WordPress and WooCommerce websites for clients, including responsive builds, content structures, e-commerce functionality and ongoing technical support.
- Worked with Divi, WPML, ACF and custom front-end adjustments; translated design concepts into reliable responsive websites.
- Coordinated project tasks between design and development, supported client communication and maintained clear documentation for ongoing website operations.
- Selected projects included Lenz Moser, Naturkind and Concomatic, from redesign and implementation through launch and optimisation.

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INDEPENDENT DIGITAL WORK

Founder & Web / Graphic Designer

TU SHOP / Creative Web Solutions

CROATIA & AUSTRIA · 12/2013 — 03/2026 · INDEPENDENT

- Built and managed websites, e-commerce solutions and digital identities for small and mid-sized clients, initially full-time and later alongside employed roles.
- Covered WordPress, WooCommerce, UX, graphic design, SEO, analytics and digital marketing — from early concept and structure through implementation and ongoing support.
- Led client projects independently, balancing business needs, visual quality, technical feasibility and delivery.

EARLIER EXPERIENCE

Office Manager · Lumini d.o.o.

Croatia · 11/2009 — 11/2012

Head of Administration · Palas d.o.o.

Croatia · 03/2007 — 09/2009

LANGUAGES

Croatian — Native

English — Professional working proficiency

German — Basic

Slovenian — Proficient

Spanish — Basic

EDUCATION & TRAINING

Certificate in WordPress Development

EITCA Academy · 2019

Graphic Design Specialization

California Institute of the Arts · 2018 — 2019

Independent Accountant

Public Open University, Croatia · 2007 — 2009

Diploma in Economics

Economics & Trade School, Croatia · 2000 — 2004

TOOLS & SKILLS

WEB & COMMERCE

WordPress, WooCommerce, Elementor Pro, ACF, WPML / multilingual workflows, HTML, CSS

DESIGN & COLLABORATION

Figma, UX, content structure, cross-functional coordination, stakeholder communication, documentation

ANALYTICS & DELIVERY

GA4, Google Tag Manager, SEO, tracking, website migrations, staging, QA, accessibility, troubleshooting

DIGITAL SYSTEMS & INTEGRATIONS

Checkout, payments, third-party tools, CRM/ERP integrations, technical coordination

I bring structure to digital complexity.

Website · E-commerce · UX · Analytics · Digital systems