



# Anahera Foley-Paama


Full Stack Web Developer


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## About Me

I am a Full Stack Web Developer with experience in strategy and digital fundraising. Transitioning from fundraising, I am passionate about transforming ideas into reality through code, excelling in both front-end and back-end development. I focus on building user-friendly websites and designing APIs to solve problems and create meaningful digital experiences. Beyond coding, I am committed to fostering inclusive and safe communities for young people.

## Experience

### Graduate

Jun 2024 – Oct 2024

#### Dev Academy Aotearoa

- This 17-week full-immersion bootcamp gave me hands-on experience with a modern tech stack, including JavaScript, TypeScript, React, Node.js, Express, and SQLite with Knex. We also worked with front end and back end testing using Vitest.
- I built full stack web apps in solo, pair, and group projects. In my weekly team projects, we mimicked real-world scenarios by applying Agile methodologies for planning, developing, and deploying apps. We practiced version control with Git and had regular stand-ups, retros, and code reviews.
- The course also had a Human Skills component, which helped me further develop my communication skills. I practiced active listening, giving and receiving feedback, and handling difficult conversations.

#### Final Project: [pawpals.pushed.nz](https://pawpals.pushed.nz)

- For my final group project, my teammates and I collaborated on my personal project to create **pawpals**, a web app that connects pet owners with local pet-friendly events. As the Product Owner and Design Lead, I guided the project's direction and ensured a cohesive user experience.
- In my role, I managed and prioritised the project backlog, and kept the team aligned and focused on deadlines. I also led the UI/UX design process, ensuring that the app's styling was consistent and user-friendly across all pages.
- As a team, we followed Agile methodologies, conducting daily stand-ups and utilising a GitHub project board to track tickets and set priorities.
- We also incorporated Tailwind, a new CSS framework not covered in the curriculum, to streamline our styling and enhance the app's responsiveness.

### Digital Fundraising Strategist

Dec 2023 – May 2024

#### Donor Republic

- Led the optimisation of digital fundraising campaigns, creating tailored strategies that improved donor acquisition, engagement, and retention across multiple channels.
- Analysed data from Facebook Ads, Google Ads, and email marketing to refine targeting, optimise spend, and increase conversion rates while ensuring effective budget management.
- Collaborated with non-profit clients to pitch innovative campaign ideas, improving results and documenting learnings for future digital fundraising efforts.

## **Digital Fundraising & Events Manager**

**Feb 2022 – Dec 2023**

**SPCA New Zealand**

- Transformed the 20-year-old calendar competition into 'SPCA Pets of the Year,' a digital fundraising event, increasing participant acquisition by 480% and boosting income by 53% in just two years.
- Developed and executed peer-to-peer event strategies, optimising digital touchpoints like email journeys, social media campaigns, and donation pages, resulting in a 10% overall income growth.
- Designed and managed event websites, improving the user experience (UX) for participants and donors by streamlining the sign-up process and enhancing UI/UX for better engagement.

## **Digital Fundraising Developer**

**Apr 2021 – Feb 2022**

**Cancer Society National Office**

- Led the design, development, and delivery of national fundraising websites, raising \$4.8 million and engaging over 95,000 donors through personalised digital experiences.
- Implemented and tested user journeys, ensuring brand consistency and a seamless online experience for both fundraisers and donors, contributing to higher engagement and retention.
- Collaborated with cross-functional teams to adapt fundraising strategies for a COVID-19 environment, ensuring continued campaign success despite external challenges.

## **Education**

**Dev Academy Aotearoa**

**Level 6 Certificate in Applied Software Development**

Jun 2024 - Oct 2024

## **Volunteering**

**Rainbow Youth Inc**

**Executive Board Member - Treasurer**

Jun 2020 - Jun 2023

## **References**

Available upon request