DESTANIE NAGEL

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PROFESSIONAL SUMMARY

Entrepreneurial digital marketing and web development professional with hands-on experience building an analytics-focused SaaS product, developing SEO content, analyzing website and user data, creating digital products, and managing online business projects. Experienced working independently across product development, search optimization, content strategy, e-commerce, analytics, and customer acquisition.

EXPERIENCE

Founder & Independent Product Builder

CamCashGrl | Remote | 2025–Present

• Founded and developed an analytics-focused SaaS platform designed to help online creators understand earnings, audience activity, and streaming performance.

• Worked directly on product planning, feature development, testing, debugging, user experience, and ongoing product improvements.

• Built and maintained website functionality using Next.js, React, Supabase, GitHub, Vercel, and Tailwind CSS.

• Developed analytics functionality that processes CSV data and turns it into useful insights about earnings, audience activity, sessions, and platform performance.

• Created SEO-focused website pages and blog content and monitored Google Search Console for indexing, impressions, rankings, and click-through performance.

• Reviewed signup and onboarding data to identify user drop-off and areas of friction and used those findings to prioritize product improvements.

Independent Digital Product Seller

Pretty Profitz | Remote | 2025–Present

• Created and prepared downloadable digital products, templates, trackers, calculators, and other online resources for marketplace sales.

• Developed product titles, descriptions, tags, and customer-facing listing content.

• Created product presentation and promotional materials for digital marketplace listings.

EDUCATION

Western Governors University (WGU)

Bachelor's Degree — Business / Digital Marketing | Currently Enrolled

SKILLS

Digital Marketing: SEO, Content Strategy, Keyword Research, Google Search Console, Website Analytics, Conversion Optimization

Web & Technical: Next.js, React, JavaScript, HTML, CSS, Tailwind CSS, GitHub, Supabase, Vercel, CSV Data Processing

Business & Product: Product Development, SaaS, User Experience, E-commerce, Digital Products, Market Research, Project Management