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**Tennessee Native and Female Programmer Elle McCann is Using Her Tech Skills and Creativity to Empower Entrepreneurs and Support Non-Profits**

*CuriousThemes.com is becoming the Go-To-Hub for Small Businesses Wanting to Set-Up and Utilize All the E-Commerce Benefits of Shopify*

**Nashville, TN (PRWeb), November 14, 2017** – Women working in technology is still a rarity, but finding a female programmer who is helping non-profits and small businesses in Tennessee is an even greater phenomenon. Elle McCann, the founder of CuriousThemes.com, is using her technologically savvy skills and passion for creativity to design and build Shopify websites for small businesses and non-profits while coaching them on how to gain the most profit from their e-commerce stores.

CuriousThemes.com was born out of McCann’s own personal experience of building her own e-commerce business. She became determined to help other small businesses have greater success and ease in developing their own Shopify sites.

“Working with Elle couldn’t have been a more positive experience for us. We are not very tech savvy and Elle helped us through every step of the process. She is extremely talented, approachable and very easy to work with. So many people have commented on how professional our site looks and we owe that all to Elle,” said Megan Coomber, CEO and Co-Founder of Birdling Bags ([www.birdling.com](http://www.birdling.com)).

In a world where online retail is becoming the mainstream shopping experience, businesses are discovering the great need for having an appealing, easy-to-navigate e-commerce store for customers. There are a growing number of e-commerce platforms for creating an online store, but CuriousThemes.com has had the most success using the Shopify platform and applications due to its flexibility and safety measures for storeowners to prevent security breeches and bugs from interfering with their e-commerce businesses.

As Tech Expert Nate Shivar said on his own blog ([www.ShivarWeb.com](http://www.ShivarWeb.com)), “An all-in-one solution like Shopify allows you to turn that side of the business over to the pros and just let them worry about hackers, caching, compliance, and a whole range of issues that come with hosting an online store. Shopify can do things like pay bounties to security researchers to hack-proof their systems. Shopify is safe and

legit. They are a publicly traded company with huge investments in software & security engineering.”

Beyond the pros of utilizing the Shopify platform for business owners, McCann is also expanding her business expertise to support non-profits through her new e-commerce store TomoFit.com, which is a women’s athletic apparel company that will be donating a percentage of all the proceeds to local Tennessee battered women’s shelters. She will be showing all the behind-the-scenes tools and procedures through her YouTube Channel as she grows this business to sell great merchandise while improving the lives of others.

“I love working with small business owners because they have an amazing passion for their work,” says McCann. “Our goal is to empower business owners through our guides and e-courses, but also to inspire them through our blog and the behind-the-scenes look at our own successes and struggles with the ever-elusive work-life balance.”

While CuriousThemes.com enjoys working one-on-one with clients, their goal is to help as many entrepreneurs as possible. With that goal in mind, they recently launched an online class called “Shopify in a Weekend”. In this class, they will walk clients through the steps of setting up an online store with the Shopify e-Commerce platform. By the end of the class they will have a fully functioning online store and be ready to start selling online.

CuriousThemes.com is making an impact in the world of e-commerce and in the lives of women. With a heart for others and a mind for technology, McCann knows she will be truly successful when she witnesses the successes of others. That is her passion and her brand.

To learn more about Elle McCann and CuriousThemes.com, visit their website or contact their Public Relations Director, Jennifer Capunitan, at [Jennifer@curiousthemes.com](mailto:Jennifer@curiousthemes.com).

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### **About CuriousThemes.com**

CuriousThemes.com is a web design studio, based outside of Nashville, Tennessee, with a passion for helping small business owners start and grow their online businesses. They work with companies of all sizes and in all industries helping clients transform their businesses. Shopify is one of their preferred e-Commerce platforms and the best way to quickly get e-stores up and running. They are proud to be listed as Shopify Experts and have helped 100+ clients get their store online or redesigned so that it stands apart from the competition. Learn more about the online classes and custom site design at [www.CuriousThemes.com](http://www.CuriousThemes.com).