ISRAT JAHAN SUMYA

FRONT-END & SHOPIFY DEVELOPER

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SUMMARY

Dynamic and results-driven Shopify Developer with over 2 years of hands-on experience in designing, customizing, and optimizing high-performance eCommerce stores. Proficient in Shopify Liquid, theme customization, and page builders like PageFly, GemPages, and Replo. Skilled in front-end technologies (HTML, CSS, JavaScript, jQuery) and creating responsive, user-friendly websites that drive conversions. Proven track record in integrating third-party apps, troubleshooting issues, and collaborating with cross-functional teams to deliver high-quality solutions that enhance user experience and drive business growth.

PROFESSIONAL EXPERIENCE

Shopify Developer │ ByteBurst Digital   **April 2024 – Present**

(Part-Time, Remote │ UAE)

- Designed and optimized landing pages using PageFly, improving conversion rates by 15%.
- Customized Shopify themes to enhance UI/UX, reducing page load time by 20%.
- Integrated third-party apps and APIs, increasing order processing speed by 25%.
- Collaborated with design and marketing teams to enhance mobile responsiveness, boosting mobile engagement by 30%.

Manager, Web Developer │ Begum   **May 2024 – August 2025**

(Full-Time, Remote │ Australia)

- Customized Shopify themes using Liquid, building advanced features for multi-vendor platforms (Webkul, ShipTurtle), improving performance and engagement.
- Developed dynamic filters and sticky sliders, enhancing navigation and interactivity.
- Onboarded vendors, managing product inventory and ensuring smooth integration.
- Optimized product discovery with Metaobjects and dynamic filtering.
- Set custom delivery charges and improved shipping flexibility.
- Designed high-converting landing pages with PageFly, boosting retention.
- Utilized Klaviyo and HubSpot for targeted email marketing, driving repeat sales.
- Integrated Apollo for lead generation and streamlined workflows.
- Managed customer feedback via Trustpilot to improve offerings.
- Troubleshot issues, integrating third-party apps and APIs, improving performance by 25%.
- Tracked campaigns with Facebook Pixel and Google Analytics.

Shopify Executive │ eComDreamz   **July 2023 - January 2024**

(Full-Time, Remote │ Chattogram)

- Led theme customization and created landing pages with PageFly, GemPages, and Replo, boosting sales by 18%.
- Integrated Klaviyo for email campaigns, increasing customer retention by 12%.
- Optimized upselling and cross-selling strategies, resulting in a 15% growth in average order value.

SKILLS & EXPERTISE

- **Shopify Development:** Liquid, Theme Customization, Store Setup & Management, App Integration, API Integration
- **Front-End Development:** HTML5, CSS3, Bootstrap, JavaScript, jQuery, Responsive Design
- **eCommerce Optimization:** SEO, Conversion Rate Optimization, Mobile Responsiveness, Upsell & Cross-Sell
- **Page Builders:** PageFly, GemPages, Replo
- **Analytics Tools:** Shopify Analytics, Google Search Console, Lucky Orange, Microsoft Clarity
- **Email Marketing:** HubSpot, Klaviyo
- **Task Management:** Trello, Asana, ClickUp
- **Product Research Tools:** Ad Library, Minea, Niche Scraper, Spocket
- **Shipping & Fulfillment:** Sendle, ShipStation
- **Multivendor Marketplace:** Webkul, ShipTurtle
- **Company Reviews:** Trustpilot (Customer Feedback & Reputation Management)
- **Project Management:** Cross-Functional Collaboration, Deadline Management, Client Communication
- **Other Tools:** Elementor, Canva, Figma, Inventory Management, Vendor Coordination

EDUCATION

BSc in Computer Science and Engineering   January 2020 – February 2024

University of Global Village
CGPA: 3.76 / 4.00

CERTIFICATIONS

- Full Stack Web Development │ Shikhbe Shobai
- Shopify Masterclass │ Shikhbe Shobai

TECHNICAL TOOLS

- **Programming Languages:** HTML5, CSS3, JavaScript, jQuery
- **Shopify Development:** Liquid, Theme Customization, API Integration
- **Page Builders:** PageFly, GemPages, Replo
- **Product Research:** Ad Library, Minea, Niche Scrapper, Spocket
- **Analytics & SEO:** Google Search Console, Shopify Analytics
- **Email Marketing:** Klaviyo, HubSpot
- **Multivendor Marketplace Apps:** Webkul, ShipTurtle
- **Project Management:** Trello, Asana, ClickUp
- **Shipping & Fulfillment:** ShipStation, Sendle

ADDITIONAL INFORMATION

Languages: Bangla, English

Remote Work Experience: Successfully managed and completed projects for international clients across diverse time zones.