Joe Bentley

Mid-Weight Developer

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Profile

Results-driven Shopify Developer with 4 years of commercial experience specialising in custom theme development for ecommerce agencies. Strong expertise in Shopify architecture, Liquid templating, and modern front-end development, with a proven track record of delivering high-performing, scalable ecommerce solutions. Experienced in collaborating with cross-functional teams including designers, and project managers to deliver projects on time and to a high standard. Seeking to leverage my expertise in Shopify theme development, performance optimisation, and ecommerce best practices to drive measurable business impact.

Experience

[Mid-Weight Developer]

Charle | London | February 2023 – Present

Promoted to Mid-weight Developer in June 2024 in recognition of technical performance and increased responsibility across client projects. Lead complex development initiatives, including bespoke Shopify theme builds.

Key responsibilities:

- Built a fully bespoke Shopify theme from scratch tailored to client requirements.
- Delivered scalable, high-performance solutions using Liquid, JavaScript (ES6+), HTML5, and CSS3.
- Leveraged Shopify metafields and metaobjects for dynamic content structures.
- Implemented custom pixels for advanced tracking and analytics.
- Onboarded and mentored junior developers via guidance, code reviews, and best-practice implementation.
- Conducted bug fixes, bespoke feature development, site speed improvements, technical SEO, and accessibility enhancements (WCAG standards).

Certifications:

- Creating Solutions for Shopify Checkout – Verified Skill Badge
- Shopify Development Fundamentals – Verified Skill Badge

[Junior Developer]
eComplete/Naturecan | Manchester | January 2022 - November 2022

First professional development role focused on Shopify theme development for external clients and internal projects.

Key responsibilities:

- Debugged, built components, and contributed to multi store rollouts.
- Delivered a major retailer website rebuild that launched successfully on schedule.
- Supported international site rollouts across Asia, America, and Europe, collaborating with country managers and translation teams.
- Learned client-focused development in high-pressure, multi-stakeholder environments.

Education

- Code Nation: September 2020 - December 2020 - Master Code Certificate
- KS Dance: 2011 - 2014 - Level 6 Diploma in Professional Dance (DipTCL)
- Alun School Sixth Form: 2009-2011
- Alun School: 2004-2009
- Ysgol-Y-Foel: 1999-2004

Skills

Technical Skills

- Shopify Theme Development
- Shopify Liquid
- HTML5, CSS3, JavaScript (ES6+)
- Shopify Metafields & Metaobjects
- Shopify Custom Pixels
- Shopify Checkout Extensibility
- Shopify Online Store 2.0
- Storefront & Admin API
- Performance Optimisation & Core Web Vitals
- SEO Implementation
- Responsive & Mobile-First Development
- Browserstack
- Git Version Control
- Figma

Soft Skills

- Team leadership & mentoring
- Client-facing communication
- Collaboration
- Problem-solving ability
- Time management
- Agile Workflows

References

References available upon request.