

# Sufian Abid

📍 Islamabad, Pakistan ✉️ sufianabid388@gmail.com ☎️ +923345507489 🌐 in/sufian-abid-b03b3724b

## SUMMARY

### Shopify developer and Store Manager

Full-cycle Shopify expert with 2+ years of experience building and managing high-revenue stores, including Metro Shoes. Delivered 100+ Shopify projects from scratch—combining clean Liquid code, CRO, and app integrations to drive real growth.

## EXPERIENCE

### Shopify Operations Manager

Metro Shoes Pakistan

October 2024 - present, Rawalpindi, Pakistan

- Managed and scaled Metro Shoes' official Shopify store, generating **Rs 10 million+ in sales**, **3,933+ orders**, and **646K+ sessions** in last month alone.
- Led full digital operations including theme development, inventory sync, and performance optimization for a **7-figure ISO-certified brand**.
- Built and customized multiple Liquid components to improve site speed and product engagement.
- Increased conversion rate to **0.82%** through UX enhancements, CRO experiments, and targeted app integrations.
- Supervised a **cross-functional team** across design, marketing, and tech to align on high-conversion performance goals.

### Junior Shopify Developer

Volpea Solutions

February 2024 - October 2024, Islamabad

- Promoted from intern to full-time developer within 3 months for exceptional performance and initiative.
- Took full technical ownership of multiple Shopify brands serving competitive international markets.
- Developed and managed 100+ stores, including high-revenue brands like Comfrt Clothing and Eye on Design.
- Built custom product pages, implemented theme edits, and integrated apps to boost performance.

### Shopify Developer Intern

Volpea Solutions

November 2023 - February 2024, Islamabad, IS, Pakistan

- Delivered production-ready front-end solutions and resolved real-time eCommerce issues in live Shopify stores.
- Handled store setups, theme edits, and front-end development using HTML, CSS, JavaScript, and Bootstrap.
- Improved site speed and responsiveness through hands-on store optimization.

## EDUCATION

### Bachelors in Computer Science

Federal Urdu University of Arts Science and Technology • Islamabad, Pakistan • October 2019 - July 2023 • 3.51

- Accomplished individual with a Bachelors in Computer Science from FUUAST, Islamabad.
- Consistently maintained a CGPA of 3.51 throughout academic journey.
- Achieved a perfect 4.0 GPA in both 7th and 8th semesters, showcasing commitment to excellence.
- Executed successful Final Year Project on Urdu Speech Emotion Recognition for an Australian-based company, Emulation AI, which assigned this project to our team.

## SKILLS

Shopify Theme Development & Store Management (Liquid, JSON, HTML/CSS, Inventory Operations)

Custom Section Development & Speed Optimization App Integration (Klaviyo, Judgeme, ReConvert, etc.)

UI/UX Design for eCommerce & Conversion Rate Optimization (CRO/A/B Testing)