

Bechara El Maalouf

Full-Stack Developer (React/Node & .NET) • Shopify + Automation

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SUMMARY

Full-Stack Developer specializing in React/Node.js, .NET, and high-converting Shopify stores with custom automation solutions. Delivered 32% revenue increase for \$2M/mo ecommerce brands through performance optimization, checkout extensibility, and attribution systems. Expert in scalable microservices, ETL pipelines, and production Web3 applications.

EXPERIENCE

BAD Marketing

Full-Stack Developer
Alpharetta, GA (Remote)
Sep 2022 – Present

- Increased Shopify Plus store revenue by 32% in 2 weeks by optimizing Core Web Vitals and implementing custom Liquid sections for \$1.4-2M/mo brand
- Architected Node.js/TypeScript ETL microservices replacing 300-line monolith, enabling 5-day attribution and 50% faster deployments
- Generated MX\$361,556 from single Klaviyo email by implementing GA4 server-side tracking—highest in brand history
- Drove \$233K quarterly increase by optimizing email/SMS flows, lifting email revenue from 22.9% to 26.6%
- Reduced incidents by 75% through Docker containerization and GitHub Actions CI/CD pipeline implementation

🔗 <https://badmarketing.com/>

Sunday Golf

Shopify Developer
San Diego, CA (Remote)
Nov 2024 – Feb 2025

- Led Dawn 2.0 theme migration implementing bundle builder and mega menu while maintaining sub-2.5s load times
- Developed custom Liquid sections and Checkout Extensibility apps increasing AOV by 18%

🔗 <https://sundaygolf.com/>

Kalyxi

AI & Automation Engineer (Part-time)
May 2025 – Present

- Built lead pipeline processing 50K+ monthly leads via ZeroBounce/SmartLead integration, reducing manual work by 85%

🔗 <https://kalyxi.ai/>

Orcania

Web3 Developer (Remote)
Feb 2022 – Sep 2022

- Developed NFT staking platform handling \$2M+ assets using React/Next.js and ethers.js, serving 5,000+ users

SKILLS

Languages

JavaScript, TypeScript, C#, SQL, HTML/CSS, Python

Frontend

React, Next.js, Redux, Tailwind CSS, Liquid (Shopify)

Backend

Node.js, Express, .NET Core, REST APIs, GraphQL

Shopify

Dawn Theme, Checkout Extensibility, Metafields, App Embeds, Shopify Functions

Data/Cloud

MongoDB, MS SQL, Redis, RabbitMQ, AWS S3, Docker

Marketing

Klaviyo, GA4, GTM, Attribution Modeling, A/B Testing

DevOps

GitHub Actions, CI/CD, Monitoring, Unit Testing

EDUCATION

Notre Dame University–Louaize

B.S. Computer Science
2019 – 2025

LANGUAGES

English
French
Arabic
Spanish