ABDUL REHMAN

SHOPIFY DEVELOPER

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PROFILE SUMMARY

Strategic and performance-driven Shopify Web Developer with 4+ years of experience building and scaling conversion-focused eCommerce brands from scratch. Expertise in full-cycle Shopify development, technical customization, SEO architecture, analytics integration, and growth optimization. Proven ability to transform brand concepts into fully operational, revenue-ready online stores. Specialized in creating scalable Shopify infrastructures designed for long-term growth, high conversion rates, and strong brand positioning.

WORK EXPERIENCE

Freelance Shopify Developer & eCommerce Consultant   Remote | 2020 – Present

- Built and launched multiple Shopify stores from concept to production-ready platforms.
- Engineered complete store architecture: collections, navigation hierarchy, catalog structure, and UX flow.
- Implemented advanced on-page SEO strategies (keyword clustering, optimized product descriptions, metadata structuring).
- Integrated Google Analytics and performance tracking tools for data-driven decisions.
- Optimized mobile responsiveness and site speed to enhance user engagement and reduce bounce rates.
- Managed product uploads at scale with structured tagging and filtering systems.
- Performed theme customization and minor code adjustments (HTML/CSS) for branding consistency.
- Provided ongoing store management, seasonal updates, and technical troubleshooting.

KEY PROJECTS

Aura Mistica – Premium Perfume eCommerce Brand (Founder & Lead Developer)

- Founded and developed a complete perfume brand from concept to fully operational Shopify store.
- Designed brand identity, store UI/UX, and premium positioning strategy.
- Structured product categories, fragrance collections, and detailed catalog architecture.
- Crafted SEO-optimized product pages with persuasive, conversion-driven copy.
- Integrated analytics for traffic monitoring and sales tracking.
- Built scalable backend infrastructure to support future product expansion.
- Focused on high-end visual presentation aligned with luxury fragrance standards.

Aura Belts – Fashion Accessories eCommerce Store
- Developed and customized Shopify store for formal, casual, and premium belt collections.
- Built conversion–focused product pages and optimized category structure.
- Implemented keyword–driven SEO to improve discoverability.
- Structured store for smooth customer journey and intuitive navigation.
- Transitioned brand from zero presence to fully functional online store.

Lagree Pulse – Fitness Studio Promotional Website
- Designed and customized Shopify–based website to promote fitness studio services.
- Created landing pages optimized for beginner–focused and niche fitness keywords.
- Structured content strategy to increase organic visibility and audience engagement.
- Built growth–focused website framework to support brand awareness and lead generation.

CORE COMPETENCIES
- Shopify Store Development (End-to-End)
- eCommerce Architecture & Catalog Strategy
- Conversion Rate Optimization (CRO)
- On-Page SEO & Keyword Strategy
- Google Analytics & Performance Tracking
- Product Upload & Large Catalog Management
- Shopify Theme Customization
- UX/UI Optimization
- Brand Positioning & Online Store Strategy

EDUCATION
Bachelor's in Computer Science
National University of Modern Languages (NUML)
2020 – 2024