

# EDRIAN PASAYLO

Front-End Developer | Shopify & WordPress Specialist

Location: Liloan, Cebu

Phone: +63 976 052 5375

Email: pasaylo.ed03@gmail.com

## ABOUT ME

Detail-oriented front-end and no-code developer with experience in Shopify product management and website building using WordPress and Elementor. Skilled in handling bulk uploads via Google Sheets and Excel, customizing themes, and troubleshooting layout or data issues. Experienced in developing web apps using Bubble.io. Committed to clean, accurate work and continuous technical growth.

## SKILLS

- Shopify Admin: Bulk product uploads, variant handling, product formatting
- WordPress + Elementor: Page building, layout customization, theme adjustments
- Google Sheets / Microsoft Excel: Data cleanup, formulas, bulk formatting
- HTML, CSS, JavaScript (Basic working knowledge)
- Bubble.io: SaaS-style applications, dashboards, workflows
- Strong attention to detail and consistency
- Communication and collaboration
- Problem-solving and logical thinking

## PROJECT EXPERIENCE

Bulk Product Upload and Catalog Management - Shopify

Freelance - 2023-2024

- Uploaded and managed over 2,300 products per store across three Shopify stores.
- Handled variants, images, tags, and descriptions using Google Sheets and Excel.
- Standardized product titles, checked for duplicate entries, and ensured clean formatting.
- Followed specific guidelines for SEO, readability, and consistency across product lines.
- Familiar with Shopify product CSV structure and basic use of tools like Matrixify.

# EDRIAN PASAYLO

Front-End Developer | Shopify & WordPress Specialist

Location: Liloan, Cebu

Phone: +63 976 052 5375

Email: pasaylo.ed03@gmail.com

## WordPress and Elementor Website Projects

Freelance - 2023-2024

- Created and updated WordPress websites using Elementor for layout and design.
- Customized themes, adjusted spacing/layouts, and implemented responsive design.
- Collaborated with clients to apply brand styles and content across site pages.
- Ensured performance optimization and basic SEO practices (meta titles, alt tags, etc.).

## Hybrid CRM System for Cleaning Agency (B2C SaaS)

Bubble.io | 2023-2024

- Developed a web app for customer relationship management using Bubble.io.
- Implemented customer communication features using Twilio for SMS.
- Integrated PDF invoice generation and Stripe payment handling.
- Built a dashboard to manage leads, payments, and customer data efficiently.

## Financial Web App for Maximizing Tax Deductions (B2C SaaS)

Bubble.io | 2024

- Created a tax deduction platform that helps users plan and track deductions.
- Built tools to guide users in optimizing their finances using visual dashboards.
- Focused on responsive design, user flow logic, and automation.

## LANGUAGES

- Bisaya (Native)
- English (Conversational)
- Tagalog (Conversational)