LIU JIBIN

SHOPIFY | FULL STACK DEVELOPER

CONTACT

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EDUCATION

2015 - 2019
ZHEJIANG UNIVERSITY OF TECHNOLOGY
Bachelor of Commerce(B.Com),
Software technology

SKILLS

- Shopify, Woocommerce, Magento
- Theme development, Shopify APIs
- SEO, Performance Optimization
- Git, Shopify CLI
- HTML/Javascript/CSS/Liquid
- Shopify App, Shopify Plus, Shopify Flow, GraphQL
- Shopify Checkout extension
- Shopify metafields, custom data
- Google Analytics, CRO, A/B Test
- Klaviyo, Subscription
- ClickUp, Teamwork, Notion, Trello, Asana
- Design: Figma, Adobe XD
- Data migrations

LANGUAGES

- English (Fluent)
- Chinese (Fluent)

PROFILE

Experienced Shopify Web Developer with over 5 years of expertise in designing, developing, and optimizing e-commerce websites. Proficient in HTML, CSS, JavaScript, and Liquid, with a strong background in integrating third-party apps and APIs. Adept at creating responsive, user-friendly, and high-performing online stores. Proven track record of collaborating with cross-functional teams to deliver outstanding digital shopping experiences.

WORK EXPERIENCE

Genesis Energy
2023 - 2024
Ecommerce Front-End Lead Developer

- Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
- Lead, mentor, and manage a high-performing marketing team, fostering a collaborative and results-driven work environment.
- Monitor brand consistency across marketing channels and materials.

Wicked Edge USA
2020 - 2022
Shopify Front-End Developer

- Development of store front theme and integration of apps & advanced features.
- Oversee market research to identify emerging trends, customer needs, and competitor strategies.
- Create and manage the marketing budget, ensuring efficient allocation of resources and optimizing ROI.

Tabarnapp
2019 - 2020
Shopify App Engineer

- Develop and maintain automatic discounts & upsells app.
- Monitor and maintain brand consistency across all marketing channels and materials.

SKILLS SUMMARY

Skill	Rating
Shopify Theme Development	★★★★★
Shopify App Development	★★★★½
Shopify Plus	★★★★★
Project Management	★★★★★