

# SOURABH RAJPUT

## SHOPIFY DEVELOPER

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### SUMMARY

Senior Web Developer with a strong background in Shopify development and expertise across multiple CMS platforms, including Squarespace, WordPress, Webflow and Kajabi. Delivers scalable, high-performing eCommerce websites and conversion-driven marketing funnels that enhance user experience and maximize engagement. Leverages cross-functional collaboration to drive innovative, client-centric solutions that boost sales and operational efficiency.

### TECHNICAL SKILLS

#### Languages :

- Shopify & eCommerce: Custom Theme Development (Liquid, Shopify CLI), Store Setup, Product & Inventory Management, Cart Customization, Payment Gateway Integration

#### Design :

- Squarespace, WordPress, Webflow, Kajabi, ClickFunnels, Mighty Networks, Memberspace ,HTML5, CSS3,JavaScript ,jQuery, Responsive & Mobile-First Design

#### Tools :

- Google Search console, Google Analytics, Mailchimp, Klaviyo, Zapier, Google Tag manager, DIB, Canva.

### PROFESSIONAL EXPERIENCE

#### Shopify Developer, Walstar Technologies

Sep 2023 - Present

- Lead custom Shopify development focusing on modularity, performance, and SEO, improving client site ranking.
- Manage complete Shopify store setups including product inventory, payment gateways, and shipping logistics, enhancing operational efficiency.
- Integrate third-party apps for re- views, subscriptions, and upsells to boost customer engagement. Mentor junior developers on Shopify best practices and technical standards.

#### CMS Developer, Walstar Technologies

Sep 2023 - Present

- Delivered 10+ custom Shopify stores using Liquid and JSON templates tailored to client requirements and also Worked on 30+ Shopify stores.
- Developed and launched marketing funnels and membership platforms with Squarespace, Kajabi, ClickFunnels, Memberspace and Mighty Networks.
- Integrated email marketing automation with Mailchimp and Klaviyo, improving client outreach and engagement.
- Optimized site speed and SEO, resulting in improved search engine rankings and faster load times.

### EDUCATION

#### Bachelor of Technology (B.Tech),Computer Science & Engineering 2023

Dr. Babasaheb Ambedkar Technical University, Lonere —2023

CGPA: 8.78

#### Diploma in Computer Engineering

2020

Maharashtra StateBoard of Technical Education — 2020

GPA: 84.80

### ADDITIONAL INFORMATION

**Languages:** English, Marathi, Hindi.