- SOORAJ KABEER -

Senior Shopify Developer | Front-End Specialist | E-commerce Solutions Expert

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➢ Senior Shopify Developer with over 6+ years of experience in developing and optimizing high-performance Shopify stores for global brands. Proficient in Liquid, JavaScript (ES6+), HTML5, CSS3 (SCSS), and responsive design. Expert in integrating Shopify APIs, customizing themes, and enhancing the customer experience. Passionate about delivering pixel-perfect designs and efficient technical solutions in fast-paced environments.

➢ Skilled theme developer for Shopify and WordPress

➢ Graduated computer science engineer and certified SEO expert

PROFESSIONAL EXPERIENCE

Commerzilla, Freelance Technical Consultant (Shopify)   08/2024 – Present

- ❖ Fixing technical bugs and implementing theme customizations for Turmerry.
- ❖ Providing technical recommendations to optimize site performance and enhance user experience.
- ❖ Managing administration tasks such as app integration and performing regular theme/app updates.

Commerzilla, Remote (Alappuzha, India)• Senior Full Stack Web Developer   09/2023 – 04/2024

- ❖ Built and optimized Shopify stores, managing full end-to-end development processes using Liquid, JavaScript (ES6+), React, and SCSS.
- ❖ Supervised Shopify projects, managing clients' stores and ensuring high performance and user satisfaction.
- ❖ Improved CRO and site performance through A/B testing, SEO optimization, and mobile-first design.
- ❖ Administered Commerzilla WordPress site and managing Google Analytics and Search Console for clients.
- ❖ Led the Turmerry development team, managing daily operations, customer support, and strategic enhancements.
- ❖ Worked on Shopify API integration for advanced customization and app installations for clients.

Commerzilla, Remote (Alappuzha, India)• Front End Web Developer   04/2020 - 08/2023

- ❖ Led migration projects for Turmerry.com, including design theme updates and app integrations.
- ❖ Led the development of custom Shopify themes, integrating third-party apps and customizing core Shopify functionalities using Liquid, JavaScript, React and JSON.
- ❖ Handled email marketing for clients using Klaviyo and MailChimp.
- ❖ Managed Google Search Console, Merchant Center, Amazon Seller Central for clients
- ❖ Conducted code reviews and provided strategic advice to enhance efficiency and customer satisfaction.

Commerzilla, Alappuzha • Web Designer / Developer   04/2018 - 03/2020

- ❖ Created and developed client projects on WordPress, Shopify, and BigCommerce.
- ❖ Designed high-quality product images, logos, advertisement banners, and promotional videos.
- ❖ Handled email marketing for clients using Klaviyo, MailChimp and HubSpot.
- ❖ Improved SEO, mobile optimization, and page speed for client websites.

Jafrum International, Alappuzha • Catalog Analyst/Web Developer   02/2016 - 03/2018

❖ Created and optimized product listings using NetSuite and Magento 2.
❖ Designed high-quality product images, logos, advertisement banners, and promotional videos.
❖ Handled email marketing via MailChimp
❖ Developed custom elements using HTML, JavaScript, and CSS.
❖ Enhanced user experience with responsive and interactive components.

EDUCATION

B.Tech Computer Science and Engineering • University of Kerala, Alappuzha, Kerala
Graduation Year (2011-2015)

CERTIFICATIONS

SEO Certification - HubSpot Academy

TECHINICAL SKILLS

E-commerce Platforms and Technologies

- Shopify: Liquid, Shopify APIs, custom theme development, theme customization, responsive design, bug fixing, and CRO.
- WordPress: Theme and plugin development with WooCommerce and HubSpot
- Frameworks: jQuery, React.js, Alpine.js, Node.js, Express.js, Bootstrap CSS, Tailwind CSS
- Web Development: SEO, Google Analytics, A/B testing, API integrations, GitHub, Git(Version Control)
- **Programming Languages :** Java, C++, PHP

Technical Tools

- Visual Studio Code
- Adobe Creative Suite, Figma
- SEMrush
- Git, GitHub
- WAVE accessibility testing tool
- Postman API
- Microsoft Office Suite
- Asana and ClickUp project management
- SiteGround and Hostiger web hosting
- cPanel administration
- MailChimp and Klaviyo email marketing

Soft Skills

- Strong communication and interpersonal skills
- Attention to detail and accuracy
- Proven teamwork and collaboration abilities
- Multitasking
- Organizational skills
- Problem-solving abilities
- Leadership and initiative
- Quick learning and adaptability