# - SOORAJ KABEER -

**Sr. Front End Developer with over 6+ years' experience building and managing Shopify and WordPress.**
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➢ Senior Front End Developer with extensive experience in building, running, and maintaining successful ecommerce Shopify stores. Expertise in custom theme development, app integrations, and site optimizations using HTML, CSS, JavaScript, Liquid, and various JS frameworks. Proven track record in enhancing user experience and operational efficiency for ecommerce platforms. Strong ability to work remotely, collaborate with teams, and deliver high-quality projects.

➢ Skilled theme developer for Shopify and WordPress

➢ Graduated computer science engineer and certified SEO expert

## PROFESSIONAL EXPERIENCE

**Clinton Retail Ltd.**, Belfast • eCommerce Coordinator (Shopify)          12/2024 – Present

- ❖ Managing day to day working of the Shopify store and Warehouse
- ❖ 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**, 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

- ❖ Developed and updated custom Shopify themes and apps using Liquid, JavaScript, React.js, and Node.js.
- ❖ Supervised Shopify projects, managing clients' stores and ensuring high performance and user satisfaction.
- ❖ Regularly optimized SEO, mobile optimization, ensured accessibility and monitored site speed, significantly improving website performance and CRO for client stores via A/B testing.
- ❖ Administered Commerzilla WordPress site and WooCommerce store, managing Google Analytics and Search Console for clients.
- ❖ Led the Turmerry development team, managing daily operations, customer support, and strategic enhancements.

**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.
- ❖ Developed Shopify themes using Liquid and contributed to WordPress and Shopify projects.
- ❖ 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

## TECHICAL SKILLS

### E-commerce Platforms and Technologies

- Shopify: Theme development, Liquid templating, app integrations, store management
- WordPress: Theme and plugin development with WooCommerce and HubSpot
- BigCommerce: Platform expertise
- Frameworks: jQuery, React.js, Alpine.js, Node.js, Express.js, Bootstrap CSS, Tailwind CSS
- Web Development: SEO, Google Analytics, A/B testing, API integrations, mobile optimization
- **Programming Languages :** Java, C++, PHP

### Technical Tools

- Visual Studio Code
- Adobe Creative Suite
- Figma
- SEMrush
- 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