

PAOLO ARROYO

Full Stack Web Developer | Shopify Expert

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Naga City, Philippines

EXPERIENCE

Senior Shopify Engineer 06/2024 - 11/2024

OnePet United States

OnePet connects Premium Pet Brands directly to some of the most high-quality, high-intent affiliates in the world.

- Boosted conversion rates by 500% by implementing new features and designs on product pages and blog posts.
- Enhanced code quality by improving automated testing and implementing best practices.
- Optimized page load times to increase site speed by 25%.
- Implemented advanced e-commerce features to improve operational efficiency by 30%.

Senior Full Stack Engineer 04/2024 - 09/2024

Codal United States

Codal is an e-commerce consultancy that builds bespoke e-commerce solutions for large enterprises, handling projects for multinational companies like Samsung.

- Implemented 12+ custom Shopify sites, enhancing online presence for multiple brands.
- Increased revenue by 75% on avg and conversion rates by 200% on avg by modernizing e-commerce platforms.
- Increased operational efficiency for clients by an average of 50% by migrating from legacy systems to bespoke solutions.

Full Stack Developer 09/2023 - 06/2024

IONA Finland

IONA is a digital consultancy based in Finland that offers bespoke e-commerce solutions for brands and businesses of all sizes, most notably Nokia and Marimekko.

- Successfully delivered \$300,000+ worth of software projects by designing, developing, and implementing applications from specs.
- Managed maintenance of over 18 applications to ensure stability and performance.
- Improved code quality by 30% by writing functionality tests, contributing to code documentation, and debugging efficiently.
- Reduced troubleshooting time by 40% in identifying issues across multiple platforms and environments.
- Enhanced team performance by 20% by mentoring and training developers, and reviewing their code.

Project-Based Web Developer 05/2022 - 09/2023

Reel Unlimited United States

Reel Unlimited is an all-in-one creatives' agency that caters to businesses of all sizes and in any industry. Originally focused on graphics and web design, they expanded their services to include web development.

- Created dozens of custom websites, features, and apps on popular platforms such as Shopify, WordPress, Wix, and GoHighLevel.
- Increased project delivery rate by 60% by deploying client solutions using diverse programming languages and frameworks.
- Worked with management to expand business capabilities by learning new, high-demand platforms for professional services.

Lead Web Developer 09/2021 - 08/2023

iBOSS Outsourcing Philippines

At iBOSS Outsourcing, I trained and managed a multi-disciplined team that handled I.T., web development, and business intelligence for offshore clientele.

- Improved client outcomes by 45% by providing data-driven insights and solutions.
- Managed multi-disciplined team of 12 experts handling I.T. and business intelligence.
- Enhanced communication efficiency by 30% between decision-makers and operational teams.
- Strengthened relationships with 12 clients and partners.

SUMMARY

Enthusiastic Full Stack Web Developer with a proven track record in enhancing e-commerce platforms and driving significant revenue growth. Passionate about leveraging innovative coding techniques and user-centric design to create impactful online experiences. With extensive experience in Shopify development and a keen eye for optimization, I am eager to contribute to a dynamic team focused on reshaping the digital marketplace and delivering exceptional value to clients.

KEY ACHIEVEMENTS

Award-Winning E-Commerce

I was the Senior Developer for the award-winning full-stack e-commerce implementation of Novita.com, the largest knitting supplier in Europe.

Increased Conversions

Through responsive design, optimized code, and e-commerce best practices, I've successfully improved conversion rates for brands.

Marketing Meets Engineering

As a web engineer with 10+ years experience in digital marketing, I build e-commerce solutions with business goals and revenue optimization in mind.

SKILLS

Frontend

React.js · HTML/CSS/JS · Shopify Liquid · Shopify Hydrogen · jQuery · Next.js · Remix · Tailwind CSS · Bootstrap

Backend

Node.js · MongoDB · SQL · REST · GraphQL · Sanity CMS

Management

Communication · Time Management · Client Interfacing · Agile · Code Review

EDUCATION

Bachelor of Business Administration - BBA, Marketing/Marketing Management, General Ateneo de Naga University	06/2018 - 06/2023
Full Stack Open, Computer Science University of Helsinki	05/2023 - 08/2023

ADDITIONAL EXPERIENCE

Head of Marketing Communications

Kildekode

01/2020 - 03/2021

Philippines

Kildekode was a software company focused on sustainable play-to-earn game models.

- Increased brand reach by 30% through developing effective marketing communication strategies.
- Increased client satisfaction by 20% by enhancing communication and responsiveness.
- Reached out to non-government organizations to increase interest in brand products by 2000%.

Marketing Content Specialist

Freelance, Self-Employed

05/2011 - 12/2021

Remote

As a Freelance marketing executive, I've worked with dozens of brands all over the world.

- Increased revenue by an average of 15% week-on-week through high-converting sales copy and web content.
- Improved website traffic by 25% resulting in higher sales by optimizing SEO strategies.
- Improved affiliate marketing performance through effective search engine optimized web articles.