



Marlowe Ramirez

SEO, Wordpress and Shopify Developer

PROFILE

I am a skilled web developer with over Nine months of experience specializing in WordPress and Shopify. I focus on optimizing user experience (UX/UI) and conversion rates using tools like RankMath, Google Search Console, GA4, and Google Tag Manager. I excel in creating visually appealing layouts and integrating dynamic features that enhance user engagement. Committed to delivering high-quality, scalable web solutions, I strive to drive online success for businesses.

EXPERIENCE

October 2024 - Present

Technosanctuary

technosanctuary.com

SHOPIFY DEVELOPER | DROPSHIPPING

I am committed to building and optimizing Shopify dropshipping stores, drawing on my hands-on experience from creating my own Shopify store. By employing a holistic approach that integrates effective design, analytics, SEO techniques, and conversion rate optimization (CRO), I strive to deliver impactful eCommerce solutions. My focus is on crafting engaging user experiences on the Shopify platform that drive sales and foster customer loyalty through strategic, data-informed initiatives.

- Created and implemented store layout (UX/UI)
- Conducted thorough product research
- Analyzed product competitors
- Created and optimized product listings
- Added custom CTA buttons
- Integrated automated email marketing
- Installed essential apps for functionality and optimization
- Integrated payment gateways
- Connected store to analytics and tracking tools
- Optimized Shopify theme for fast load speed
- Designed product and collection pages
- Added clickable social media icons and internal links
- Designed FAQ section
- Customized checkout page for brand consistency
- Created social media profiles for organic and paid advertising(tiktok, facebook,Instagram)
- Imported product reviews

CONTACT



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TRAININGS

- Front-End Development by Udemy
- Mobile Responsive Web Design by FreeCode Camp
- ReactJS by Udemy
- NextJS by JavaScript Mastery
- WordPress Development by ProVA
- Shopify by ProVA

General Skills

- HTML, CSS, JavaScript
- React, Next.js
- Technical SEO, On-Page SEO
- Google Search Console, GA4
- Git, GitHub
- Figma

Shopify Skills

- Product setup, categories, and SEO
- App integrations and custom code troubleshooting
- Product research, competitor research
- Product Listing
- Store development
- TikTok, Instagram, Facebook Ads
- Facebook pixel

WordPress Skills

- WordPress CMS Management
- Elementor (custom design, animations)
- WooCommerce (product filters, variation swatches, payment gateways)
- Custom Post Types & Taxonomies
- SEO (Yoast, RankMath)
- E-commerce Setup & Management
- Local Development (LocalWP)
- Security & Performance Optimization
- cPanel Management
- Responsive Design & Mobile Optimization

January 2024 - March 2024

Digital Ranking Services

digitalrankingservices.com

WORDPRESS DEVELOPER

Since January 2024, I have successfully launched a digital marketing agency website. I designed and implemented the website layout, focusing on UX/UI, and integrated animated banners and hero sections. I added conversion rate optimization (CRO) buttons, automated "Book a Meeting" functionality via Google Meet integration, and created a clickable, dropdown FAQ section to enhance user experience and engagement.

- Designed and Implemented Website Layout (UX/UI)
- Added CTA Buttons with Download Function
- Added Automated "Book a Meeting" by integrating Google Meet
- Installed Essential Plugins such as RankMath, WP Rocket, ImageOptimizer, & more.
- Used Elementor as Page Builder
- Connected website to SEO Tools such as Google Search Console, Google Analytics, and Google Tag Manager.
- Created and Managed Client Hosting via Mocha Host.
- Optimized CPanel files for faster load speed.
- Designed Blog Category and Page Templates.
- Added clickable Social Media icons and internal links.
- Designed and structured the website according to client preferences and specifications.
- Added reCAPTCHA for enhanced security and anti-spam protection.