



CONTACT



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Portfolio Website

moleculardev.com

General Skills

- HTML, CSS, JavaScript
- TailwindCSS
- Git, GitHub
- Figma
- Google Search Console, GA4
- Scrum Methodology
- Zapier automation
- TypeForm

Shopify Skills

- Theme development
- Theme customization
- Metafield/Metaobject
- 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

Marlowe Ramirez

Shopify Developer | E-commerce | UX/UI

PROFILE

Shopify developer with 1+ year of experience building merchant-optimized themes. Proficient in Liquid, JavaScript, metafields, and Shopify 2.0 features. Passionate about clean code, performance, and conversion-focused UX/UI.

EXPERIENCE

March 2025 - On-going

PAHLOW MEDIA SEO FÜR ONLINESHOPS(Agency)

<https://pahlowmedia.de>

SHOPIFY DEVELOPER

At the agency, I led all tasks related to Shopify theme development and customization. I built a theme from scratch using Dawn as the foundation, leveraging the latest Shopify features to create a powerful yet user-friendly storefront experience for merchants.

- Created a highly customizable Shopify theme using Liquid, theme blocks, and the latest Shopify theme architecture
- Implemented dynamic rendering using `visible_if` in the theme editor to simplify the customization process and prevent merchant overwhelm
- Enabled merchants to define custom media queries, allowing full control over responsive design
- Maximized usage of metafields and metaobjects to support advanced features like:
 - Color-based filtering
 - Product categorization
 - Unique product content sections
- Built custom interactive features including:
 - Variant image carousel
 - Image slider
 - Search bar
 - Cart drawer
 - Mobile menu drawer
- Successfully managed a catalog of 500+ products for a client in the nail polish and hand care niche
- Integrated Typeform to help customers receive personalized product recommendations based on their responses
- Performed codebase cleanup and CSS file organization for one of our clients, removing deprecated code, updating styles to the latest CSS version, and optimizing theme performance
- Collaborated closely with the agency owner, consistently following instructions while also proposing improvements to enhance client website outcomes

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
- Security & Performance Optimization
- cPanel Management
- Responsive Design & Mobile Optimization

TRAININGS

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

December 2024 - January 2025

Ms. Mickey's Creole seasonings

msmickeys.com

SHOPIFY DEVELOPER

I build and optimize Shopify stores by leveraging my hands-on experience from working on Ms. Mickey's Creole Seasoning. Utilizing a holistic approach that integrates effective design, analytics, SEO, and conversion rate optimization (CRO), I deliver impactful eCommerce solutions. My focus is on crafting mobile-responsive, engaging user experiences on the Shopify platform that drive sales and foster customer loyalty through strategic, data-informed initiatives.

- Connected AWS domain to Shopify and configured store settings
- Customized a free Shopify theme and implemented custom CSS for a simple yet fun design
- Maximized free theme features while optimizing for fast load speed
- Created and implemented strategic store layout (UX/UI)
- Automated redundant tasks with Zapier (including auto-fulfillment setup)
- Integrated necessary apps for functionality and user engagement
- Connected store to analytics and tracking tools (including Facebook Pixel and TikTok)
- Conducted SEO optimizations to improve organic visibility
- Executed CRO strategies to increase conversion rates
- Created social media profiles for both organic and paid advertising channels

October 2024 - December 2024

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

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.