

MICHAEL ANGELO WAJE

SHOPIFY SPECIALIST & DEVELOPER

Website: www.mickofy.com | WhatsApp: +639612853933 | Email: hello@mickofy.com

PROFESSIONAL SUMMARY

Shopify Specialist & Developer who builds, customizes, and optimizes e-commerce storefronts for brands and agencies. Hands-on with Liquid, custom sections, metafields and metaobjects, theme schema, SEO, performance optimization, Git/GitHub, and AI-assisted development workflows. Built a custom AI-powered Shopify assistant using Cloudflare Workers and the OpenAI API for contextual product recommendations and storefront cart actions. Also experienced with BigCommerce, WordPress/WooCommerce, Maropost, Amazon Storefront, and eBay.

CORE SKILLS

E-Commerce Platforms: Shopify, BigCommerce, WordPress/WooCommerce, Amazon Storefront, Maropost, eBay

Store Setup & Management: Products, Collections, Navigation, Pages, Metafields, Metaobjects, Apps, Discounts, Store Admin

Theme Customization: Liquid, HTML, CSS, JavaScript, Responsive Layouts, Custom Sections, Theme Schema, Shopify CLI

Optimization & Technical Support: On-Page SEO, Technical SEO, CRO, Image Optimization, Performance Optimization, Troubleshooting, QA

Tools: Git, GitHub, ChatGPT, Codex, OpenAI API, Cloudflare Workers, Elementor, Klaviyo, Google Analytics, Meta Pixel, Microsoft Clarity, Canva

E-COMMERCE EXPERIENCE

Freelance / Outsourced E-Commerce & Shopify Specialist | 2025–Present

Food & Baking E-Commerce Brand (White-Label) | Shopify Specialist & Developer

Shopify

- Revamped Shopify storefront layouts and implemented custom theme improvements using Liquid, HTML, CSS, and JavaScript.
- Built and refined custom sections, responsive UI components, and storefront features based on brand and business requirements.
- Implemented on-page and technical SEO improvements, including metadata, image optimization, and storefront structure.
- Performed speed and performance optimization, responsive testing, and storefront quality checks across desktop and mobile.
- Troubleshot theme issues and audited proposed changes before implementation to reduce regressions and maintain storefront stability.
- Managed theme changes through Git and GitHub version control, reviewing updates before deployment.

Telecommunication Company (White-Label) | E-Commerce Manager Assistant

BigCommerce

- Managed and maintained three BigCommerce stores, including page redesigns, widgets, and a branded Warehouse Store build.
- Managed Jotform forms across multiple e-commerce stores for lead capture and client intake.
- Used stakeholder-approved mockups, Zeno Page Builder, and custom code to improve layouts and user experience.
- Customized theme code using Stencil CLI, HTML, CSS, and JavaScript to implement features and design changes.
- Provided technical support, maintenance, and troubleshooting across all platforms.

Maropost

- Edited theme layout, styling, and functionality.
- Integrated essential apps and plugins to enhance site functionality.
- Created and configured discount rules for promotional campaigns.
- Set up email automation using SmartrMail to improve customer engagement.

WordPress/WooCommerce

- Built WordPress/WooCommerce product showcase pages, completed product listings, SEO descriptions, categories, tags, and bug fixes.
- Integrated product catalogs and technical specifications into a conversion-focused store layout.
- Developed custom code features tailored to client needs, enhancing product page functionality and user experience.
- Edited site visuals and layout to align with brand identity and improve usability.
- Ensured mobile responsiveness and cross-browser compatibility for a consistent user experience.

Scuba Choice (Outsourced) | Shopify Specialist

Shopify — www.scuba-choice.com

- Redesigned Shopify storefront layouts, sale pages, and collection areas to improve shopping experience.
- Configured apps, metafields, discounts, and product updates from SellerCloud to Shopify.
- Customized theme elements using Liquid, HTML, CSS, and JavaScript; resolved storefront, theme, and Shopify admin issues.
- Provided technical support, maintenance, troubleshooting, and stakeholder coordination.

eBay

- Created responsive eBay HTML/CSS product descriptions aligned with brand identity and customer trust.
- Collaborated with stakeholders to refine messaging and maintain brand standards.
- Troubleshot layout and styling issues to support cross-browser compatibility and a smooth customer experience.

The Room501 | Shopify Specialist

Shopify

- Redesigned Shopify storefront layouts and customized theme code using Liquid, HTML, CSS, and JavaScript.
- Built a clean, minimalist Shopify storefront with responsive layouts.
- Integrated apps and configured metafields for filtering and search.
- Optimized product images and provided store support.

BBQ Grill Brand (White-Label) | E-Commerce Specialist

Amazon

- Created and customized an Amazon Storefront to align with brand identity and product strategy.
- Edited and designed product and category images for storefront sections to ensure visual consistency and appeal.
- Listed and optimized products on the Amazon storefront to improve visibility and sales potential.

Spear Fun (Outsourced) | Shopify Specialist

Shopify

- Redesigned Shopify layout and customized theme code using Liquid, HTML, CSS, and JavaScript.

PERSONAL PROJECTS

Dermaestha | Development Store

Shopify — dermaestha.myshopify.com | Demo Password: mickofy

- Built a custom AI-powered shopping assistant using a Cloudflare Worker and the OpenAI API, delivering contextual product recommendations and Shopify cart actions directly within the storefront.
- Built a skincare concept store with custom Shopify sections, editable schema settings, metafields, responsive layouts, and product pages.
- Created dynamic product content for ingredients, benefits, rituals, routine steps, and product details.
- Managed product and collection SEO, tags, metadata, image optimization, and alt text.
- Integrated and configured Judge.me, Klaviyo, Google Analytics, Meta Pixel, and Microsoft Clarity.

MuriaTech | Development Store

Shopify — muriatech.myshopify.com | Demo Password: mickofy

- Built a computer hardware demo store with organized collections, structured product pages, metafields, promo sections, and basic SEO.
- Customized the Shopify theme with Liquid, HTML, CSS, and JavaScript, improving mobile responsiveness and navigation for a cleaner shopping experience across devices.

ADDITIONAL TECHNICAL EXPERIENCE

Co Ban Kiat Hardware, Inc. | IT Technical Support | September 2019 – August 2020

- Installed and configured workstations, software, printers, and basic network equipment.
- Provided technical support for computer hardware, software, network devices, printers, telephones, and CCTV systems.
- Documented support tickets, troubleshooting steps, and technical procedures.
- Monitored IT equipment, infrastructure, and inventory to support daily business operations.

EDUCATION

Jose Rizal University - Mandaluyong

Bachelor of Science in Information Technology