RUSHO MRONG

SHOPIFY DEVELOPER & E-COMMERCE EXPERT

Bangladesh • rushomarak@gmail.com

PROFESSIONAL SUMMARY

Shopify and e-commerce specialist with 6+ years of experience helping store owners build, customize, troubleshoot, and optimize online stores. Combines hands-on Shopify Liquid and theme development with a practical understanding of conversion, customer journeys, and e-commerce operations. Experienced with custom sections and functionality, product-page improvements, subscriptions, bundles, upsells, Shopify Markets, app integrations, and technical fixes. Focused on diagnosing root causes, writing maintainable code, communicating clearly, and treating each store as a business - not just a development task.

SHOPIFY & E-COMMERCE SERVICES

- Shopify theme customization, Liquid development, custom sections, and store functionality
- Product-page optimization, UX improvements, conversion-focused layout changes, and customer journey refinement
- Cart customization, upsells, bundles, post-purchase offers, and subscription selling plans
- Shopify Markets, currencies, international storefront configuration, and multi-market support
- Shopify app integrations, compatibility checks, troubleshooting, and technical fixes
- Store speed and responsive UX improvements, product catalog setup, imports, and store management

TECHNICAL SKILLS

Shopify Liquid & Theme Development

• Custom Shopify Sections • HTML5 • CSS3 • JavaScript • Shopify APIs & App Integrations • Tailwind CSS • React • Shopify Markets • Subscription Selling Plans • Product Page Optimization • Cart & Post-purchase Offers • Bundles & Upsells • Store Troubleshooting • Responsive Design • Store Management

TOOLS & APP EXPERIENCE

Hands-on experience with Shopify tools and apps including ReConvert, Kaching, Klaviyo, POKY, Simprosys, and other Shopify ecosystem apps. Able to investigate app conflicts, configure integrations, and support store workflows based on project requirements.

ADDITIONAL SKILLS

WordPress • Elementor Pro • Divi • WooCommerce • PageFly • Tailwind CSS • DaisyUI • Front-end development • Product catalog organization • E-commerce content management • Basic on-page SEO • Image optimization • Web research

CapCut video editing: short-form social and product videos, clean cuts, pacing, transitions, captions and text overlays, music/audio synchronization, basic color adjustments, and platform-ready exports.

PROFESSIONAL EXPERIENCE

Shopify Developer & E-commerce Specialist

Freelance / Direct Client Projects

- Build, customize, and maintain Shopify stores, themes, sections, and features to match business requirements.
- Investigate technical issues before implementing fixes; prioritize clean, maintainable code and minimize unintended effects on existing storefront functionality.
- Improve product pages, cart experiences, bundles, upsells, subscription flows, and post-purchase offers with the goal of reducing friction in the buying journey.
- Support Shopify Markets, currencies, international selling setups, third-party apps, and integration troubleshooting.
- Manage product catalogs, imports, store content, responsive layout checks, and ongoing storefront updates.
- Communicate progress, explain technical findings clearly, and coordinate changes around client priorities.

WordPress & Front-End Development

- Customize WordPress and WooCommerce sites using Elementor, Divi, HTML, CSS, and JavaScript.
- Implement responsive layouts, resolve front-end issues, and maintain website content and page structure.

SELECTED PROJECT / STORE REFERENCES

Potential portfolio references: • therusticfurniture.com • drdelagen.com • sugarmanshop.com • redhillfresh.com.au • jesse-london.com • radenergy.io • thecardclub.de

HOW I WORK

- Diagnose the cause before changing code or settings.
- Write clean, maintainable code and consider how changes affect the existing store.
- Communicate clearly, share progress, and keep project priorities visible.
- Balance technical implementation with customer experience and business goals.

CONTACT

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