

MOHAMED AHMED FATHY

E-commerce Developer | Shopify Specialist

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PROFESSIONAL SUMMARY

E-commerce Developer with 1.5+ years of hands-on experience building, customizing, and optimizing 20+ online stores on Shopify, Salla, and Easy Orders for clients across Egypt, Saudi Arabia, the UAE, Jordan, Oman, Turkey, and the United States. Skilled in Shopify Liquid theme development, Dawn architecture, Metafields/Metaobjects, JSON/AJAX-driven store functionality, and conversion-focused store design, backed by a solid front-end foundation (HTML, CSS, JavaScript, Git/GitHub). Combines store development with a marketing-driven mindset from hands-on experience in paid media (Meta, TikTok, Google Ads) and on-page SEO, and uses AI tools daily - ChatGPT, Claude, and others (Gemini, Cursor, Replit) - to speed up coding, content creation, and store optimization workflows. Contributed to stores with combined sales exceeding EGP 500,000 and active stores generating roughly EGP 100,000 in monthly revenue, while raising store performance scores from 15 to 79 (Lighthouse/PageSpeed). Comfortable working remotely with international, cross-time-zone teams and clients.

CORE SKILLS

Technical Skills: HTML, CSS, JavaScript, Liquid, JSON, AJAX, REST APIs, Git, GitHub, Version Control, Responsive Design, Core Web Vitals, Lighthouse & PageSpeed Optimization, Lazy Loading, Image Optimization

Shopify Skills: Theme Development, Theme Customization, Custom Sections, Metafields, Metaobjects, App Integration, Dawn Theme (OS 2.0), Theme Architecture, Shopify Markets, Shopify Flow, Bundles, Store Migration

Marketing & SEO: On-Page SEO (Meta Titles & Descriptions, Alt Text, Image Optimization), Meta Ads, TikTok Ads, Google Ads (fundamentals), Audience Targeting & Retargeting, A/B Testing, Pixel Implementation (Meta, TikTok, GTM), Google Analytics (GA4), Google Tag Manager, Google Search Console, Microsoft Clarity

AI Tools & Automation: ChatGPT, Claude, and other AI tools (Gemini, Cursor, Replit) for AI-assisted coding, content & ad copywriting, image/video generation, and workflow automation

Tools & Platforms: Shopify, Salla, Easy Orders, VS Code, Postman, Meta Business Manager, TikTok Ads Manager, Google Ads, Google Sheets, Microsoft Excel

Soft Skills: Problem Solving, Attention to Detail, Time Management, Client Communication, Cross-Functional Collaboration, Adaptability, Self-Directed Learning

PROFESSIONAL EXPERIENCE

E-commerce Developer — Freelance

Dec 2024 – Present

- Delivered 20+ e-commerce stores on Shopify, Salla, and Easy Orders for clients across Egypt, Saudi Arabia, the UAE, Jordan, Oman, Turkey, and the United States, covering store setup, product/variant management, and payment integration.
- Developed custom Shopify Liquid sections and UI components beyond default theme capabilities, using JSON and AJAX for dynamic store features, with Git/GitHub for version control.
- Built theme features on Shopify's Dawn (OS 2.0) architecture, including Metafields, Metaobjects, and Shopify Flow automations; configured Shopify Markets and Bundles; and migrated stores between platforms while preserving data, design, and SEO structure.
- Improved on-page SEO (meta titles, descriptions, URL structure, image alt text) and raised store performance scores from 15 to 79 (Lighthouse/PageSpeed) via image optimization and lazy loading, monitored through Google Search Console and Microsoft Clarity.
- Optimized product pages, homepages, and landing pages for conversion (CRO), contributing to stores with combined sales of over EGP 500,000 and active stores generating approximately EGP 100,000 in monthly revenue.
- Integrated payment gateways, shipping systems, and third-party apps, testing integrations with Postman where APIs were involved, and implemented tracking (Meta Pixel, TikTok Pixel, Google Analytics, GTM) for client visibility.
- Used AI tools (ChatGPT, Claude, and others) daily to accelerate development, generate store copy and creative assets, and automate repetitive workflows.

Media Buyer — Freelance

Jul 2025 – Jan 2026

- Learned and applied paid media fundamentals by managing ad campaigns on Meta, TikTok, and Google Ads for e-commerce clients, run in parallel with ongoing store development work.
- Practiced audience targeting, retargeting, and A/B testing on ad creatives and landing pages.
- Set up conversion tracking with Google Tag Manager and analytics platforms.
- Built a working understanding of ROAS and funnel performance — a marketing perspective now applied directly to how stores are structured and optimized in current e-commerce development work.

Front-End Developer — Freelance

Oct 2023 – Dec 2024

- Built responsive websites using HTML, CSS, and JavaScript, converting UI/UX designs into pixel-perfect, cross-device web pages.
- Created reusable UI components and integrated third-party APIs to support dynamic content and functionality.
- Improved page performance through code-level optimization.

E-COMMERCE PROJECTS

Dubai Store — Shopify

[Live Store](#)

Premium e-commerce store for international perfume brands. Built with a clean design and smooth checkout flow focused on conversion.

PLUSH — Shopify

[Live Store](#)

Premium Jordanian eyewear store built from scratch on the Kalles theme with a fully customized design and seamless shopping experience.

King Koil Egypt — Shopify

[Live Store](#)

Premium e-commerce store for King Koil Egypt, designed for seamless product discovery and conversion.

El Kattan Store — Shopify

[Live Store](#)

Premium underwear store built on Shopify with a customized Horizon theme and CRO.

Moreoover — Salla

[Live Store](#)

Dropshipping store selling electronics and general merchandise. Store setup and custom CSS/JS sections to improve UX and CRO.

Karkoshksa — Salla

[Live Store](#)

Spa and snack store. Full store setup, branding implementation, homepage design, and promotional banners.

Solyvera — Easy Orders

[Live Store](#)

Hair care products store. Product setup, product page design, and homepage customization to improve conversions.

MedcareHub — Easy Orders

[Live Store](#)

Medical supplies store with optimized UX, product pages, and integrated payment systems.

Medo Store — Easy Orders

[Live Store](#)

Gaming store for PUBG accounts and top-ups, built with a custom conversion-focused theme.

Worood Accessories — Easy Orders

[Live Store](#)

Accessories store. Complete store build, product page optimization, and integration of marketing and payment systems.

Sanadeg — Easy Orders

[Live Store](#)

Health and wellness e-commerce store built with a clean, trust-focused design, optimized UX, and conversion-driven shopping journey.

Fatma Kids — Easy Orders

[Live Store](#)

High-converting, mobile-friendly, COD-optimized landing page for a children's clothing product.

Al-Kenz Store — Easy Orders

[Live Store](#)

Dedicated product landing page for a women's abaya, built with UX and sales optimization in mind.

EDUCATION

Bachelor of Information Technology — In Progress (Expected 2029)

Faculty of Industry and Energy, Borg El Arab Technological University — Currently in Year 2