



Michael Angelo Waje

E-Commerce Specialist

CAREER OBJECTIVE

“To grow through continuous learning, adapt to evolving technologies, and contribute meaningful solutions with curiosity, precision, and accountability.”

CONTACT INFORMATION

Website: www.mickofy.com

WhatsApp: +639612853933

Email Address: hello@mickofy.com

KNOWLEDGE & SKILLS

- AI Tools
- API & APP Integration
- Automation Tools
- Canva
- Computer Fundamentals
- Elementor
- Email Marketing
- HTML, CSS & JS Fundamentals
- On-Page SEO
- Theme Customization
- WooCommerce

CMS PLATFORMS

- Amazon Storefront
- BigCommerce
- Shopify
- WordPress (WooCommerce)

EDUCATIONAL BACKGROUND

Jose Rizal University - Mandaluyong

BS in Information Technology

WORK EXPERIENCE

Scuba Choice

E-Commerce Specialist
June 7 – November 26, 2025

Shopify

- Redesigned website layout and UI to enhance visual appeal and user experience
- Configured and integrated third-party applications to enhance store functionality, customized to client requirements
- Resolved front-end and back-end bugs across the Shopify store
- Customized theme code using Liquid, HTML, CSS, and JavaScript
- Created a dedicated section and pages for the sale promotion, configured discounts, and developed a specific collection for the sale
- Posted and updated products from SellerCloud to Shopify
- Managed metafields for dynamic product and content configuration
- Provided ongoing technical support and maintenance on an on-call basis
- Collaborated with stakeholders to implement new features and optimize performance

eBay

- Developed HTML/CSS product descriptions on eBay, ensuring alignment with brand identity and visual consistency
- Implemented responsive layouts optimized for desktop, tablet, and mobile devices
- Collaborated with stakeholders to refine messaging and uphold brand standards
- Troubleshoot layout and styling issues to guarantee cross-browser compatibility and smooth user experience
- Enhanced customer trust by delivering clear, visually inviting product listings

Spear Fun

E-Commerce Specialist
June 5 – June 7, 2025

Shopify

- Redesigned website layout and UI to enhance visual appeal and user experience
- Customized theme code using Liquid, HTML, CSS, and JavaScript

The Room 501

E-Commerce Specialist
June 16, 2025 – July 1, 2025

Shopify



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- Developed and structured a clean, minimalist online store with a user-friendly layout for seamless navigation
- Ensured mobile responsiveness and cross-browser compatibility for consistent user experience
- Integrated third-party applications to enhance store functionality and customer experience
- Customized theme code using Liquid, HTML, CSS, and JavaScript to meet specific design and performance needs
- Configured metafields to support advanced filtering and search capabilities
- Provided ongoing technical support and maintenance on an on-call basis
- Edited and optimized product images, and trained the store owner on the editing process for future updates

Telecommunication Company (White Label)

E-Commerce Specialist

May 24 – December 24, 2025

BigCommerce

- Managed and maintained Three BigCommerce stores
- Redesigned website layouts and UI based on stakeholder-approved mockups, enhancing visual appeal and user experience
- Built the Warehouse Store using BigCommerce, tailored to the company's branding
- Managed forms using Jotform across multiple e-commerce stores for lead capture and client intake
- Redesign and create some of the pages using Zeno Page Builder and its widgets to improve layout and user experience
- Diagnosed and resolved front-end and back-end issues across BigCommerce stores to ensure smooth functionality
- Customized theme code using Stencil CLI, HTML, CSS, and JavaScript to implement unique features and design changes
- Provided ongoing technical support, maintenance, and troubleshooting across all platforms
- Collaborated closely with stakeholders to implement new features, and optimize performance

Maropost

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

WordPress

- Collaborated with stakeholders to build and launch a WordPress-based product showcase and e-commerce site
- Designed and structured a branded web layout to showcase specialized technology offering
- Integrated product catalogs and technical specifications into a conversion-focused store layout
- Created and optimized product images for clarity, consistency, and visual impact



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BS in Information Technology

- Complete product listings, including images, variants, pricing, and titles, for Starlink accessories from BigCommerce to WooCommerce
 - Crafted SEO-optimized product descriptions using AI-assisted prompts to boost organic visibility and relevance
 - Developed custom code features tailored to specific client needs, enhancing product page functionality and user experience
 - Structured product categories and applied tags to improve navigation and site flow
 - Edited site visuals and layout to align with brand identity and improve usability
 - Identified and resolved bugs across the site to maintain performance and reliability
 - Ensured mobile responsiveness and cross-browser compatibility for consistent user experience
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BBQ Grill Brand (White Label)

E-Commerce Specialist

July 23 – July 27, 2025

Amazon

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