

MICHAEL ANGELO WAJE

SHOPIFY SPECIALIST

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PROFESSIONAL SUMMARY

Shopify Specialist with hands-on experience building, customizing, optimizing, and supporting Shopify stores. Skilled in product setup, collections, metafields, theme customization, app configuration, on-page SEO, responsive layouts, troubleshooting, store admin support, and using AI-assisted workflows to improve speed and accuracy. Also experienced with BigCommerce, WordPress, Amazon Storefront, and Maropost.

CORE SKILLS

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

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

Theme Customization: Liquid, HTML, CSS, Basic JavaScript, Responsive Layouts, Custom Sections, AI-Assisted Theme Editing

Technical Support: On-Page SEO, Product Page Optimization, Image Optimization, Performance Checks

Tools: ChatGPT, Codex, Elementor, Klaviyo, Google Analytics, Meta Pixel, Microsoft Clarity, Canva

E-COMMERCE EXPERIENCE

Scuba Choice (Outsourced) | E-Commerce Specialist | June 7 - November 26, 2025

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 front-end and back-end 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.

Spear Fun (Outsourced) | E-Commerce Specialist | June 5 - June 7, 2025

Shopify

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

The Room501 | E-Commerce Specialist | June 16, 2025 – July 1, 2025

Shopify

- Redesigned Shopify layout 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.

Telecommunication Company (Outsourced) | E-Commerce Specialist | May 24 - December 24, 2025

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.
- Diagnosed and resolved issues across BigCommerce stores to ensure smooth functionality.
- 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.

BBQ Grill Brand (Outsourced) | E-Commerce Specialist | July 23 - July 27, 2025

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.

PERSONAL PROJECTS

Mickofy | Portfolio Website

WordPress — www.mickofy.com

- Designed and developed a responsive portfolio website to showcase e-commerce projects and services.
- Customized child theme files using HTML, CSS, PHP, and JavaScript; configured cPanel, email, plugins, LiteSpeed Cache, and Cloudflare.
- Applied basic on-page SEO practices, including clear headings, service-focused wording, and organized page structure.

Dermaestha | Development Store

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

- 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.
- Customized Shopify theme Liquid, HTML, CSS, and JavaScript with AI-assisted guidance to improve storefront layout, responsiveness, and shopping experience.
- 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.
- Used AI-assisted workflows with ChatGPT and Codex for copy refinement, image generation, theme troubleshooting, and faster implementation while manually reviewing the final work.

MuriaTech | Development Store

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

- Built a computer hardware demo store with organized collections, structured product pages, metafields, promo sections, and basic SEO.
- Customized Shopify theme Liquid, HTML, CSS, and JavaScript with AI-assisted guidance to improve storefront layout, responsiveness, and shopping experience.
- Improved mobile responsiveness and store navigation for a cleaner shopping experience across devices.

ADDITIONAL TECHNICAL EXPERIENCE

Co Ban Kiat Hardware, Inc. | IT Technical Support | September 15, 2019 - August 15, 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