



Rowen Mark H. Pangilinan

Ecommerce Web Developer | Shopify, WordPress & SEO Specialist

✉ rowenpangilinan02@gmail.com ☎ +639984819212

📍 Poblacion Arayat Pampanga

PROFILE

Experienced Ecommerce Web Developer specializing in Shopify, Shopify B2B, WordPress, WooCommerce, and SEO. Skilled in building, customizing, and optimizing ecommerce and business websites through custom theme development, Shopify storefront customization, WooCommerce implementation, and technical SEO improvements.

Experienced in Shopify B2B solutions including wholesale workflows, company accounts, customer-specific catalogs, and customized purchasing experiences tailored to client requirements. Proficient in Google Analytics 4 (GA4), Google Tag Manager (GTM), Google Search Console (GSC), SEMrush, and Screaming Frog SEO Spider.

Proven track record of developing responsive, high-performing websites that improve user experience, search visibility, and business growth while maintaining website security, hosting infrastructure, and analytics tracking.

EXPERIENCE

14/05/2024 – Present

Clark Outsourcing

MID-LEVEL WEB DEVELOPER

- Designed, built, maintained, and optimized 20+ business and ecommerce websites using WordPress, WooCommerce, Shopify, Elementor, Framer, and modern block-based themes.
- Built websites from scratch and successfully redesigned 14+ websites, improving user experience, responsiveness, SEO performance, and overall functionality.
- Developed and customized Shopify storefronts based on client-specific business requirements, including theme customization, custom sections, navigation structures, collections, product pages, and responsive layouts.
- Configured and customized Shopify B2B ecommerce solutions, including wholesale purchasing workflows, company accounts, customer-specific catalogs, account-based ordering, and custom business processes.
- Customized Shopify themes using Liquid, metafields, templates, sections, and third-party app integrations to support unique client requirements.
- Integrated and customized WooCommerce for ecommerce websites, including product management, payment gateway setup, checkout configuration, shipping settings, and store optimization.
- Implemented technical SEO improvements including metadata optimization, schema enhancements, keyword implementation, site audits, and Core Web Vitals optimization.
- Managed product catalogs, collections, categories, variants, pricing structures, promotions, and ecommerce content updates.
- Implemented technical SEO improvements including metadata optimization, schema enhancements, keyword implementation, site audits, and Core Web Vitals optimization.
- Configured and maintained Google Analytics 4 (GA4), Google Tag Manager (GTM), Google Search Console (GSC), conversion tracking, and performance reporting.
- Conducted keyword research, competitor analysis, and technical SEO audits using SEMrush and Screaming Frog SEO Spider.

16/05/2022 –
30/11/2023

- Managed hosting environments, DNS configuration, SSL certificates, FTP access, website migrations, backups, security monitoring, and ongoing maintenance.
- Collaborated directly with clients and stakeholders to deliver customized ecommerce and website solutions aligned with business objectives.

Clark Outsourcing

MID-LEVEL ANGULAR DEVELOPER

- Deliver quality code by applying the best development practices.
- Implement software components according to the design specifications.
- Work in a high-speed, agile environment to ship features in the shortest time possible
- Participate in estimating project efforts and delivery timelines.
- Executed manual tests to ensure the quality and reliability of software applications.
- Identified, documented, and tracked software defects using Jira, prioritizing issues based on severity and impact.
- Participated in daily stand-up meetings and sprint planning sessions to provide status updates and identify potential risks.
- Conducted regression testing to verify software enhancements and bug fixes.
- Developed and executed test cases based on project requirements and specifications

Implemented and maintained cron jobs to automate employee leave credits processing, including accruals, resets, and balance updates within the HRIS system.

Cloudstaff

ASSOCIATE SOFTWARE ENGINEER

- Participate in the scrum meetings and other technical meetings.
- Deliver quality code by applying the best development practices.
- Implement software components according to the design specifications.
- Using Laravel and Angular to make a ticketing system.
- Using Postman API to connect Laravel and Angular.

SKILLS

Web Development & Ecommerce

- Shopify
- Shopify Liquid
- Shopify Theme Customization
- Shopify B2B
- WooCommerce
- WordPress
- Elementor
- Framer
- HTML
- CSS
- JavaScript
- TypeScript
- PHP
- Angular
- Lumen
- Laravel

SEO & Analytics

- Technical SEO
- On-Page SEO
- Keyword Research
- Core Web Vitals
- Google Analytics 4 (GA4)
- Google Tag Manager (GTM)
- Google Search Console (GSC)
- SEMrush
- Screaming Frog SEO Spider
- Website Speed Optimization
- Schema Markup

Infrastructure & Tools

- Git
- GitHub
- cPanel
- GoDaddy
- Staq Hosting
- Crazy Domain
- Linux
- DNS Management
- FTP
- Sucuri Firewall
- Website Security

Ecommerce & Integrations

- Product Management
- Payment Gateway Integration
- Shipping Configuration
- API Integration
- REST API
- Postman
- Conversion Tracking

Projects

- Developed and customized Shopify ecommerce stores, including custom theme sections, storefront enhancements, product catalog management, and app integrations.
- Configured Shopify B2B solutions with customer-specific catalogs, wholesale workflows, company accounts, and custom purchasing experiences.
- Built WooCommerce websites with custom checkout flows, payment gateway integrations, shipping configuration, and product management systems.
- Implemented technical SEO improvements, Google Analytics 4 (GA4), Google Tag Manager (GTM), and Google Search Console (GSC) tracking across multiple client websites.
- Redesigned and optimized 14+ business websites, improving user experience, Core Web Vitals, mobile responsiveness, and search visibility.

EDUCATION

2012 – 2018

BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

University of the Assumption

CERTIFICATIONS

- Wordpress & Elementor
Mastery 2024