



# HA THANA BA

SHOPIFY | E-COMMERCE DEVELOPER

## CONTACT

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## EDUCATION

2006 - 2010

UNIVERSITY OF TECHNOLOGY &  
MANAGEMENT

Bachelor of Science & technology

## SKILLS

- Shopify, Woocommerce, Magento
- Theme development, Shopify APIs
- SEO, Performance Optimization
- Git, Shopify CLI
- HTML/Javascript/CSS/Liquid
- Shopify Plus, Shopify Flow, GraphQL
- Shopify Checkout extension
- Shopify metafields, custom data
- Google Analytics, CRO, A/B Test
- Klaviyo, Subscription
- Jira, Flow, Notion, Trello, Asana
- Design: Figma, Adobe XD
- Data migrations

## LANGUAGES

- Vietnamese (Fluent)
- English (Fluent)

## PROFILE

Experienced Shopify Web Developer with over 5 years of expertise in designing, developing, and optimizing e-commerce websites. Proficient in HTML, CSS, JavaScript, and Liquid, with a strong background in integrating third-party apps and APIs. Adept at creating responsive, user-friendly, and high-performing online stores. Proven track record of collaborating with cross-functional teams to deliver outstanding digital shopping experiences.

## WORK EXPERIENCE

- Jusst** 2023 - 2024  
Ecommerce Manager & Engineer
  - Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
  - Lead, mentor, and manage a high-performing marketing team, fostering a collaborative and results-driven work environment.
  - Monitor brand consistency across marketing channels and materials.
- Nested Bean** 2021 - 2022  
Web Developer
  - Create and manage the marketing budget, ensuring efficient allocation of resources and optimizing ROI.
  - Oversee market research to identify emerging trends, customer needs, and competitor strategies.
  - Monitor brand consistency across marketing channels and materials.
- Jump Digital Media** 2015 - 2020  
Front-End Developer
  - Develop and maintain strong relationships with partners, agencies, and vendors to support marketing initiatives.
  - Monitor and maintain brand consistency across all marketing channels and materials.

## SKILLS SUMMARY

- E-Commerce Strategy ★★★★★
- Front-End Development ★★★★★
- Shopify Plus ★★★★★
- Project Management ★★★★★