Francis June A. Ygot

Web Developer | E-commerce Specialist

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Professional Summary

Full-stack web developer with 10+ years of experience building high-performance E-commerce (B2C/B2B) websites. Skilled in Shopify, SFCC Demandware, Drupal, and WordPress, with expertise in HTML, CSS, JavaScript, PHP, and Liquid. Passionate about using AI-driven automation and integrations (Zapier, Klaviyo, OpenAI API) to streamline workflows and drive business growth. Adept in SEO, analytics, and server management (Linux, Apache, Nginx), with creative proficiency in Adobe Photoshop, Premiere, Audacity, and Canva.

Core Skills

- **Web Development Platforms:** Shopify(Liquid, Theme Kit, Shopify CLI, Customization), SFCC Demandware, Drupal, WordPress(WooCommerce, Elementor, Breakdance, Flatsome), ACF, WooCommerce.
- **Programming Languages:** HTML, CSS, JavaScript, jQuery, Liquid
- **Optimization Tools:** SEO, Google Analytics, Google Webmaster Tools, Google Search Console, Ubersuggest.
- **Website Optimization & SEO:**
  Responsive design principles, on-page SEO, website migrations, performance tuning, Google Analytics, and HTML email template creation
- **Technical Stack:** Linux, Apache, Nginx, PHP, MySQL
- **Design Tools:** Adobe Photoshop, Adobe Premiere, Audacity, Canva, Figma
- **Project Management & Communication Tools:** Clickup, Jira, Trello
- **Development Tools & IDEs:** Cursor (with Ai), Visual Studio Code, Eclipse, GitHub, Bitbucket
- **AI and Automation Tools:** ChatGPT, Gemini, Zapier
- **Email Tools**: Klaviyo

- Hosting: WP Engine, SiteGround.Cloudflare, Vercel, Supabase

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Professional Experience

Bruntwork
Shopify Developer - Part-time Remote | Client: Cooper Cricket | Feb 2025 - December 2025
Partnering with an Australian-based client to tackle the technical side of their Shopify store—everything from front-end tweaks to end-to-end automation.

- **Responsibilities:**
  - Customize collection pages by modifying price displays using Liquid and JavaScript.
  - Upgrade and maintain Shopify themes to ensure compatibility with new Shopify features.
  - Conduct comprehensive site audits for SEO, page-load speed, and user experience.
  - Diagnose and fix site issues; implement third-party tracking scripts (e.g. Google Analytics, Facebook Pixel).
  - Architect and build a fully automated sponsorship application workflow:
    - Capture player submissions via HulkApps Form Builder.
    - Use Zapier to parse form data, call Shopify API mutations, and update customer records.
    - Manage customer tags and metafields to reflect sponsorship levels and start dates.
  - Integrate Klaviyo API for targeted email follow-ups and Shopify webhook events.
  - Continuously monitor and refine automation logic to minimize manual intervention and ensure data integrity.
  - Side project. Cooper Cricket Chatbot Ai. Create a chatbot platform using OpenAi Assistant as Ai engine, NextJS for front-end hosted vercel and Supabase for database.

    Website

    More in details

Full Stack Developer - Full Time Remote | Client: Smith Brothers Media | July 2025 - October 2025

As a Full Stack Developer at Smith Brothers Media, I contributed to the design, development, and optimization of both WordPress and Shopify websites for various Australian brands. My role combined strong technical execution with creative problem-solving—delivering fast, responsive, and high-converting websites aligned with client goals and modern web standards.

Responsibilities & Achievements:

- Developed and maintained high-traffic WordPress websites for clients such as *The Lion King Musical, Yoga Australia, Yacht Sales Co, Trig Point, Newhand, Garden Express,* and *AOR Cranes*—covering full-stack implementation from custom theme development to content integration.

- Built and customized new Shopify merchant websites, implementing bespoke themes, Liquid templates, and responsive layouts optimized for conversion and performance.

- Integrated APIs and third-party tools (e.g., boat listing feeds, contact and booking forms, marketing integrations) to enhance functionality and streamline client workflows.

- Optimized website performance and SEO, improving load times, mobile responsiveness, and Core Web Vitals across platforms.

- Collaborated cross-functionally with designers, project managers, and QA teams via GitHub and ClickUp to deliver pixel-perfect, on-brand deliverables within deadlines.

- Managed deployment pipelines and environments on WP Engine, Dreamscape, and Shopify, including staging-to-production migrations and DNS management.

Websites:

[Disney The Lion King Musical](#), [Yoga Australia](#), [The Yachtsales Co](#). [Trigpoint,](#) [NewHand Restaurant Equipment](#), [Merchconnection](#), [Ink Inc](#).,[Garden Express](#),   [A.O.R Crains & Rigging](#)

[More in](#) detail

Matt Henry
Web Developer - Consultant | August 2025 - December 2025

- Developed and launched WordPress sites for *Malithai* and *Sabaiway*, translating Figma designs into responsive, high-performance layouts using Elementor Pro, Pro Elements, and custom CSS/JS enhancements.

- Optimized user experience and SEO, improving site loading speed, navigation flow, and organic visibility through caching, image compression, and semantic markup best practices.

- Built and customized the Shopify store for *Moon Canopy*, handling product setup, theme configuration, and app integrations for a seamless e-commerce experience.

- Collaborated directly with designers and the client lead (Matt Henry) to align visual direction, brand tone, and functionality, ensuring consistent delivery across all platforms.

Websites: [MaliThai Clothing](), [SabaiWay](), [Moon Canopy]()

Shelley Whitman Associates
Web Developer - Consultant | February 2025 - December 2025
A hands-on role partnering with clients to enhance and develop their WordPress sites—from hosting and domains to professional email setup—while boosting e-commerce performance and user experience.

- **Responsibilities:**
    - Consult with clients to clarify goals, scope requirements, and propose tailored web solutions
    - Provision and manage web hosting environments (cPanel, managed WordPress)
    - Register and configure domains, DNS records, and SSL certificates for secure browsing
    - Configure and maintain professional email accounts via cPanel and MX records
    - Build, customize, and optimize WordPress themes and plugins to match brand and functionality needs
    - Integrate and fine-tune WooCommerce stores, including product setup and payment gateways
    - Monitor site performance and implement speed-boosting improvements
    - Perform routine backups, security audits, and updates to keep sites healthy and secure.

Websites: [Samani Bags](), [Shelley Whitman Associate]()

More in details

TMX Philippines Inc.
Sr. System Analyst - eCommerce | June 2015 – December 2024
Contributed to developing and maintaining Timex, Guess, and other brands' global e-commerce platforms, leading enhancements and collaborating closely with product, design teams, and support.

- **Responsibilities:**
    - Migrated multiple platforms from Drupal to Salesforce Commerce Cloud and Shopify.
    - Boosted B2C and B2B sales through strategic platform enhancements.
    - Improved accessibility by adhering to the American Disabilities Acts (ADA) standards.
    - Technologies: Shopify and Demandware (Salesforce), Liquid, HTML5, CSS3, JavaScript.
    - Performed SEO optimization for website images.

- **Key Projects:**
  - **Timex B2C [US](#), [Canada](#), [UK](#) & [EU](#) Websites:** Designed, tested, and launched updates; collaborated with cross-functional teams for new feature rollouts.

  - [**Guess Watches**](#) **B2C Site:** Maintained and enhanced functionality, optimizing layout and product pages for better user experience.

  - [**Timex NuOrder B2B**](#) **site:** Participated in migrating B2B products from Drupal to B2B NuOrder to boost online B2B sales increase.

  - [**Tesla**](#) **site:** Managed most of the clone copy of timex.com(SFCC) CSS implementation of teslarwatches.com, which helped Teslar watches to be an e-commerce website.

  - **Timex Italy site (Merge in Timex [EU](#)):** Managed the deployment of the Timex Italy Drupal website and made available online sales.

    [**More in details**](#)

Levitate Properties:
Web Developer July 2024 - August 2024

  - Managed to scrap product info from a Shopify store,
  - Primarily responsible for setting up the products using OMS integration for Shopify, WordPress, Etsy, eBay, and Amazon Seller Central. SEO Optimization

  Websites: [WordPress](#) | [SHOPIFY](#)

  [**More in details**](#)

Crushing B2B Digital Strategies:
Web Developer August 2020 - August 2023

  - Maintain all CB2B client Websites,
  - Creating websites/a website using standard practices

- Constant communication with the content team to develop a page and deploy their content.

URL: https://crushingb2b.com/ (WordPress)

- Create pages and layouts for content creators.
- I recommend fixing SEO issues to improve the score.

URL: https://jwmgmt.com/ (WordPress)

- Create pages and layouts for content creators.
- I recommend fixing SEO issues to improve the score.
- Created social media pages and backlinks to improve traffic.

More in details

- **SunStar Publishing Inc:**
  Technical Consultant May 2022 - July 2022

  - Assess and recommend changes in the news website and Live streaming setup

- **SunStar Publishing Inc:**
  Technical Consultant August 2015 - July 2016

  - Fixed RESTful APIs for the native app Android and iOS, which made SunStar available in Google Play and Apple Store.

  - Assisted online marketers managed Google DFP and increasing online sales.

  - Assisted technical people with good quality live streaming for Sinulog 2016 and May election 2016 coverage.

- **SunStar Publishing Inc:**
  Web Technology Officer November 2008 - June 2015

  - Responsible for the network, security, and backup for the www.sunstar.com.ph website and Sunnex operations hosted by Linux servers.

  - Manage the web developmental concerns for the website using Drupal and WordPress.

- Managed to deploy and maintain a high-traffic news website with over a million visitors a month

- Maintains the DNS host.

- Generates reports and analyses using Google Analytics, Google Webmaster tools, and performance monitoring tools. That traces more problematic pages and improves it.

- Optimizing the website involves optimizing MySQL, web page load time, CPU process, memory usage, and PHP and Apache settings. Made the SunStar website accept more traffic and less downtime.

- Manage to live stream the SunStar coverage, the first website to stream the Cebu Sinulog.

URL: https://sunstar.com.ph/

More in details

Certifications:

- Shopify Liquid Programming Certification (2023)
- CIW Web Foundations Associate (CIW) ID # 468316 (2011)
- Microsoft Certified Professional (MCP) ID # 3041225 (2003)

Education & Trainings

- Shopify Development - Learn Shopify Liquid Programming (Udemy.com) - February 8, 2023
- Bachelor of Science in Computer Engineering, University of Cebu – Banilad, March 2008
- Microsoft Certified Systems Engineer (MCSE) Training Program, 2002
- Microsoft Certified System Administrator (MCSA) Training Program, 2002
- Q-Linux Training Program, 2002
- Passed Exam# 70-210 Implementing and Administering Microsoft Professional 2000.
- Passed Exam# 70-215 Implementing and Administering Microsoft Server 2000.
- CCNA 1: Networking Basics, passed the course October 31, 2005.
- CCNA 2: Routers and Routing Basics, passed the course April 15, 2006.
- CCNA 3: Switching Basics and Intermediate Routing, passed the course April 10, 2007.

- CCNA 4: WAN Technologies, passed the course October 1, 2007.

Hobbies

- Competitive Badminton
- Football (Goal Keeper)
- Basketball
- Volleyball (Coach and Player)
- Bowling

Extracurricular

- Brotherhood of Christian Businessman and Professinals.
  - Communications & Digital Directorate Head 2024-2026 (Cebu Central Chapter)
  - Creatives in BCBP Kapatiran (National Digital)
  - Member in the Music Team as Keyboard (Cebu Central Chapter)