

TAOFEEQ OKUNOLA

Shopify Developer & E-Commerce Automation Specialist

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PROFESSIONAL SUMMARY

Shopify developer with 5 years of hands-on experience (2021–present) building custom themes, checkout extensions, and ecommerce automation systems for multi-brand and multi-channel retailers. Specializes in replacing paid apps with custom-built solutions — including a fully live customer referral system built on Shopify Flow and a bespoke Checkout UI Extension, both shipped with zero third-party app dependencies. Regularly manages the operational backbone of ecommerce storefronts: multi-channel sync (Meta, TikTok, Pinterest, Google Merchant Center), inventory automation, DNS/infrastructure, and SEO — turning recurring admin bottlenecks into automated, documented systems. Shopify Partner and active community contributor.

TECHNICAL SKILLS

Shopify Platform: Liquid, Online Store 2.0, Shopify Flow, Checkout UI Extensions, Metafields & Metaobjects, Shopify CLI, Admin API (REST & GraphQL), Storefront API, Ajax API, App Bridge

Frontend: JavaScript (ES6+), HTML5, CSS3, Tailwind CSS, responsive & schema-driven section design

Backend & Infrastructure: PHP, DNS management, Cloudflare (R2 storage, rate-limiting, nameserver migration)

Ecommerce Automation & Integrations: Klaviyo, Meta Shop/Catalog & Pixel, TikTok Shop, Pinterest Catalog & Pixel, Google Merchant Center, ERP webhook pipelines, multi-storefront shared inventory

Tools & Workflow: Git/GitHub, Notion (SOP & process documentation), Slack (stakeholder communication)

FLAGSHIP PROJECTS

- **Custom Referral System (Live, Production)** — Architected and shipped a fully custom customer referral program built on Shopify Flow, replacing a paid referral app entirely. Handles automated reward triggers, referral tracking, and customer notifications end-to-end with zero third-party dependencies.
- **Custom Checkout UI Extension** — Built a bespoke checkout customization using Shopify's native Checkout UI Extensions framework, giving the merchant full control over the checkout experience without relying on any paid checkout app.

PROFESSIONAL EXPERIENCE

Freelance Shopify Developer | Independent Consultant

2021 – Present

The Collegiate Lineup (TCL) — Ecommerce Automation & Infrastructure

- Diagnosed and resolved a broken Meta Shop catalog sync that was causing a 20% drop in Facebook/Instagram ad reach and conversions, restoring full Ad Collections functionality.
- Built and integrated a TikTok Shop connection, opening a new direct sales channel for the brand.
- Set up Pinterest Catalog feeds and Pixel event tracking to support cross-channel remarketing and reporting.
- Engineered a Google Merchant Center product sync process to resolve product unavailability and listing errors across sales channels.
- Automated customer data migration from Shopify's Shop channel to Klaviyo, consolidating email marketing operations onto a single platform.
- Designed a shared inventory system spanning multiple sub-brand storefronts (Main Site, TCL Shop, Greek program), reducing manual stock reconciliation across the portfolio.
- Resolved dynamic pricing bugs on a newly launched Shop template, ensuring accurate checkout pricing across the product catalog.
- Built an automated out-of-stock notification system to reduce manual customer support inquiries.
- Led DNS and infrastructure decisions — including Cloudflare R2 rate-limiting mitigation and a nameserver-migration vs. dedicated file-serving-domain trade-off analysis — communicated to non-technical stakeholders via Slack.
- Executed ongoing SEO fixes across product and collection pages, including a dedicated optimization pass for AI/LLM search visibility.
- Authored and maintain 20+ internal process guides (order processing, SKU/variant migration, review-link automation) used as standard operating procedure by the client's team.

VALLKREE (Australian Electric Bike Brand) — Theme Development

- Built a full EOFY (End of Financial Year) sale landing page from scratch in Liquid, including a dynamic carousel system that split bike and accessory product displays.
- Resolved schema validation errors, cross-device CSS/typography issues, and icon-loading bugs to ship a pixel-accurate, fully responsive campaign page.
- Delivered complete, deploy-ready file rewrites from visual feedback alone, supporting fast same-day iteration cycles.

Freedom Machine™ (Australian Brand) — Liquid Component Development

- Built and debugged a custom header-logo-block.liquid snippet, fixing tagline display and spacing issues across breakpoints.

CERTIFICATIONS & CONTINUING EDUCATION

- Shopify Partner Program — Active Member
- Active contributor, Shopify developer community (answering platform & Liquid questions)
- Web Development coursework — SoloLearn

EDUCATION

- Self-taught developer; continuous, project-driven learning across Liquid, JavaScript, and ecommerce systems since 2021.