

CONTACT

Philippines (UTC+8)

+63 956 058 6832

jamesboss2@gmail.com

SHOPIFY EXPERTISE

Theme & Liquid
Sections, schema, Theme Editor, Ride / Horizon themes

Storefront UX
Products, collections, variants, swatches, cards, discounts

Merchandising
Menus, tags, filters, sorting, newsletter forms

FRONT-END STACK

HTML5 / CSS3 / JavaScript
Mobile-first responsive design
UI debugging & interactive carousels

SUPPORTING SKILLS

SEO & metadata
WordPress / Elementor / Divi
Meta Ads / Google Ads
Google Tag Manager / analytics

EDUCATION

Doctoral Studies in Physics
University of the Philippines - Diliman

M.S. & B.S. Physics
MSU - Iligan Institute of Technology

Data Analytics
Refocus Digital Academy

JAMES B. SALIG JR.

SHOPIFY THEME DEVELOPER

FRONT-END WEB SPECIALIST

PROFESSIONAL PROFILE

Web and digital marketing specialist with 6+ years of online work experience, including hands-on Shopify theme customization and e-commerce storefront work. Build and debug custom Liquid, HTML, CSS and JavaScript sections; improve product and collection UX; implement responsive layouts and conversion-focused content. Experienced working independently with U.S.-based businesses, combining front-end execution, SEO and analytics awareness.

RELEVANT SHOPIFY WORK

SHOPIFY STOREFRONT CUSTOMIZATION | LILLYPAD TEEZ

lillypadteez.com / 2025–2026 documented project work

- Built and customized Shopify Liquid sections with theme-editor schema, including video/hero slideshow, product and category carousels, and a responsive footer with newsletter preferences.
- Adjusted product and collection presentation, including variant selection, swatches, price displays, product tags, sorting, filters and collection behavior.
- Implemented and debugged product-card sale badges and compare-at-price logic alongside an app-driven discount presentation.
- Resolved Liquid schema validation, cross-section JavaScript conflicts and responsive layout issues; tested changes while preserving theme functionality.

PROFESSIONAL EXPERIENCE

Digital Marketing & Creative Specialist

Digital Deal Driver | U.S.-based businesses | Oct 2022–Present

- Develop Shopify and WordPress storefront experiences, custom Liquid sections, product and collection presentation, brand-aligned landing pages and mobile-friendly layouts.
- Handle digital design, technical updates, SEO metadata, conversion-focused content and marketing integrations across multiple brands.

Digital Marketing, Brand & Web Specialist

The Concrete Edge Company | Florida, USA | Aug 2022–Present

- Build and optimize responsive WordPress pages and campaign landing pages using Elementor, Divi and custom CSS; support SEO and performance improvements.
- Support website and marketing workflows through research, visual design, Google/Meta advertising, lead-generation assets and data-informed revisions.