

# GABRIEL IDOKO

Shopify Developer | E-commerce Growth & CRO Specialist

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## PROFESSIONAL SUMMARY

Self-taught Shopify developer and e-commerce growth specialist with professional experience since 2024. Combines storefront development, conversion-focused landing pages, Meta advertising, creative testing, and DTC operations. Has delivered independent Shopify projects and supported growth for agency-managed brands, including hands-on management of Meta advertising campaigns.

## CORE SKILLS

Development: Shopify, Liquid, HTML, CSS, JavaScript, theme customization, responsive design, Shopify Markets

Growth: Meta Ads Manager, paid social optimization, CRO, landing pages, PDPs, creative testing, performance analysis

Operations & tools: Wholesale workflows, subscriptions, Shopify CLI, Figma, GitHub, VS Code, AI-assisted automation

## PROFESSIONAL EXPERIENCE

### E-commerce Growth & CRO Specialist | Confidential E-commerce Growth Agency | Nov 2025 – Sep 2026

- Managed Meta advertising campaigns for Earthline Naturals, including campaign optimization, creative testing, and acquisition performance monitoring.
- Contributed paid media and conversion-focused execution across the Earthline Naturals engagement.
- Developed and optimized landing pages, product experiences, and purchase journeys across assigned DTC client accounts.

### Independent Shopify Developer & E-commerce Specialist | Self-employed | 2024 – Present

- Designed and developed Shopify storefront experiences for independently acquired clients, including HEALR and Time Biotech Australia.
- Implemented responsive pages, product merchandising, wholesale customer approval and purchasing workflows, and multi-market storefront configurations.
- Built independent e-commerce projects with product variants, subscription integrations, and launch-ready storefront experiences.

## SELECTED PROJECTS

HEALR — Shopify Development & B2B Workflows (2026): Delivered DTC storefront work and wholesale application, approval, access, and ordering experiences for an Australian hydration brand.

Earthline Naturals — Meta Advertising & CRO (2026): Agency-assigned brand; managed paid acquisition and supported creative and landing-page optimization.

Time Biotech Australia — Shopify Redesign (2026): Independent client; redesigned and implemented responsive Shopify website experiences.

Veyra — Independent Store Build (2026): Developed Shopify storefront, product variants, subscriptions, and international market setup for launch preparation.

## EDUCATION

Secondary School Certificate | Self-directed training in Shopify development, web technologies, and e-commerce growth.