



ABOUZAR IJAZ

SOFTWARE ENGINEER

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About Me

I'm a skilled Front-End Developer with expertise in HTML, CSS, JavaScript, and React JS, focused on building responsive, user-friendly web interfaces. I also bring experience as a Virtual Assistant, managing e-commerce operations on Shopify and WordPress. Additionally, I'm proficient in email marketing with tools like Klaviyo, creating targeted campaigns and automation flows. I'm passionate about continuous learning and contributing to innovative, growth-driven teams.

Education Background

Divisional Public School Vehari

Matric (Completed in 2017)

Aspire Group of College, Vehari Campus

FSC-Pre Engineering (Completed in 2019)

Comsats University Islamabad, Lahore Campus

BS. Software Engineering (Completed in 2023)

Projects

Damas Diamond Jewelry Store

Technologies: MERN Stack (MongoDB, Express, React, Node.js)

eComet Portfolio

Technologies: (Next Js & EmailJs)

Live Laugh Languages

Technologies: React, Tailwind CSS, Node.js, Laravel, PHP, MySQL

Alfa Crop Portfolio

Technologies: (Bootstrap 5 & EmailJs)

Klaviyo Project

Technologies: Klaviyo, Shopify, Email Marketing Automation

PROFESSIONAL SKILLS

Front-End Development

- HTML5, CSS3, Bootstrap 5, Tailwind CSS
- JavaScript, React JS
- Responsive Design & Cross-Browser Compatibility

Back-End & Tools

- Node.js (Basic), GitHub
- REST APIs Integration
- Version Control & Deployment (Netlify, Vercel)

Virtual Assistant Skills

- Shopify & WordPress Product Management
- Order Processing, Label Generation & SKU Management
- Admin Support, Research, Data Entry & Email Handling

Email Marketing Tools

- Klaviyo: Campaigns, Flows, Automation, Segmentation

Soft Skill

- Effective Communication
- Time Management
- Adaptability
- Attention to Detail
- Team Collaboration
- Problem-Solving Mindset

References

Available upon request.

- **Ecommerce Site Handling**

Technologies: Shopify, Order Processing, Product Listing, Label Management, SKU Management

- **Winning Dispatch Services**

Technologies: Tailwind CSS Portfolio

- Mohsin Anwar Portfolio

Technologies: Bootstrap 5

Work Experience

Front-End Developer (2 Year)

eComet-Technologies at Vehari

- Utilized JavaScript and React.js to enhance website functionality, driving better user interaction and engagement.
- Conducted thorough cross-browser compatibility and mobile responsiveness testing, ensuring seamless user experience across diverse platforms and devices.
- Implemented best practices in web development to ensure clean, maintainable, and scalable code.

E-commerce Operations Manager

eComet-Technologies Vehari

- Supervised order processing, product listings, label generation, and SKU management, ensuring smooth day-to-day operations.
- Carefully reviewed shipping addresses to ensure accuracy and timely deliveries, contributing to improved customer satisfaction.
- Generated packing slips for orders, optimizing workflows and operational efficiency.

Research-Based Project:

Universities Data Collection (USA):

- Gathered comprehensive information on universities in the United States, including academic programs, faculty, and campus facilities.
- Employed data cleaning and organization techniques to ensure accuracy.
- Facilitated communication and networking opportunities by providing CEO/founder contact information.

Motorcycle Store Data Collection:

- Compiled valuable data from various motorcycle stores, including store names, addresses, states, phone numbers, product offerings, and pricing.
- Utilized web scraping tools and data extraction methods to streamline data collection.
- Contributed to market analysis and competitive research for the motorcycle retail sector, while also providing crucial information such as founded store names, addresses, states, and contact numbers.

Software House CEO/Founder Contact Database:

- Conducted extensive research to identify and compile a database of CEO/founder names, contact numbers (if available), and email addresses for software houses, along with their respective locations.
- Applied web research skills to locate and verify these contact details.
- Facilitated business development and networking opportunities by providing a comprehensive database of software house leaders' contact information.

Klaviyo Email Marketing Integration Specialist

- Spearheaded the integration of Klaviyo with Shopify, setting up automated email marketing flows to enhance customer engagement and drive conversions.
- Designed and implemented signup forms and newsletter popups on the website to grow the email subscriber list and improve communication with customers.
- Created personalized email flows for customer lifecycle stages, including welcome emails, abandoned cart reminders, and promotional campaigns, resulting in increased customer retention and sales.
- Integrated a footer discount system in the website design to incentivize new sign-ups and promote offers through targeted email campaigns.
- Collaborated with cross-functional teams to ensure the email design aligned with brand guidelines and website aesthetics, maintaining a consistent user experience.
- Monitored and analyzed email campaign performance, using A/B testing and analytics to refine strategies and improve open rates, click-through rates, and conversions.

Shopify Store Manager

- Managed and optimized Shopify e-commerce stores, overseeing product listings, inventory, and store design to ensure a seamless shopping experience.
- Set up and configured Shopify apps for enhanced store functionality, such as abandoned cart recovery, product reviews, and email marketing automation.
- Designed and implemented custom Shopify themes using Liquid, HTML, and CSS, resulting in a 20% increase in user engagement.
- Monitored store performance and implemented SEO best practices, improving search engine rankings and driving organic traffic.
- Managed order fulfillment and shipping integrations, ensuring timely delivery and customer satisfaction.

Shopify Expert & Virtual Assistant

- Assisted clients with Shopify store setup, customization, and troubleshooting, improving their online store operations and customer experience.
- Managed product listings, descriptions, images, and SEO optimization for better search visibility and conversion rates.
- Provided ongoing support for order processing, inventory updates, and customer service, ensuring smooth daily operations.
- Integrated third-party Shopify apps for enhanced functionality, including email marketing, upselling features, and automated workflows.
- Conducted training for clients on using the Shopify dashboard and best practices for managing e-commerce stores.