

DONNA DE VILLA

Shopify Specialist | E-commerce | CRO | Klaviyo

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CONTACT

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📍 Candelaria, Quezon

PROFILE

E-commerce Specialist with 4+ years of experience optimizing Shopify stores, improving conversion rates, and delivering seamless user experiences. Skilled in theme customization, SEO, analytics, and inventory management, with proven success supporting promotional campaigns and scaling online sales.

EDUCATION

2005 - 2009

MANUEL S. ENVERGA UNIVERSITY

- Bachelor of Science in Computer Science

SKILLS

- Shopify Theme Customization
- HTML, CSS & Javascript
- Conversion Rate Optimization (CRO)
- Email Marketing & Automation (Klaviyo)
- Google Analytics & Google Tag Management
- Hotjar & Lucky Orange
- Image & Asset Optimization

WORK EXPERIENCE

Elemie Naturals Inc.

Management & Technical Officer – E-commerce (Freelance) | Jan 2024 – Present

- Conducted monthly sales analysis and delivered performance reports with insights and recommendations.
- Performed website audits to assess performance, UX, and promotional effectiveness.
- Managed product uploads, pricing, images, categorization, and inventory.
- Supported Shopify store optimization and e-commerce operations.

Shopify Support Specialist – Full-time (Remote) | July 2021 – Jan 2024

- Managed Shopify store operations, web development, CRM implementation, and optimization.
- Troubleshoot Shopify issues and collaborated with app developers to resolve technical problems.
- Monitored KPIs and generated performance reports.
- Executed promotional campaigns, discounts, and other Shopify initiatives.

SansBeast

ECommerce Specialist | Victoria, Australia - April 2024 - Dec. 2024

Monitored and resolved technical issues in Shopify to ensure optimal user experience.

Utilized Google Analytics to identify performance gaps and implement improvements.

Audited landing pages and product information for accuracy, consistency, and customer appeal. Conducted testing to optimize checkout flow and overall site browsing experience.