

ROLANDO C. VESTAL

Cagayan De Oro City, Philippines | +639061186937 | princevezt@gmail.com | <https://rv-solutions.dev>

SUMMARY

Shopify Specialist with 5+ years of hands-on experience managing and optimizing Shopify stores, with strong technical foundations in theme customization, performance optimization, SEO best practices, and data-driven analysis to support e-commerce decisions.

SKILLS

Shopify & E-commerce Operations: Shopify 2.0, Shopify Admin, Product & Collection Management, CRO and UX optimization, site maintenance & app integrations

Theme Customization & Front-End: Shopify Liquid, HTML, CSS, JavaScript, JSON templates

Performance, SEO & Analytics: Technical & On-Page SEO, Core Web Vitals optimization, Google Analytics, Google Search Console, SEMrush

Tools & Collaboration: Asana, Figma, Canva, VS Code

WORK EXPERIENCE

REVEMOTO, LLC (*Remote: Houston, TX 77041*)

SEO Specialist

October 2021 - January 2024

- Spearheaded SEO strategy and content optimization, resulting in a 10% increase in total organic traffic in 2022 versus 2021.
- Migrated the company's e-commerce website from Shopify 1.0 to Shopify 2.0, resulting in faster site speed, improved functionality, and easier management.
- Developed and implemented custom code solutions on the website to bridge functionality gaps and enhance user experience.
- Conducted keyword research and site audits to optimize website content and performance.
- Collaborated with stakeholders, including the Products Team to ensure SEO best practices were implemented across product listings and content creation.
- Researched, tested, and managed third-party apps to enhance functionality, improve user experience, and optimize store performance.

Digital Marketing Analyst

October 2020 - September 2021

- Analyzed analytics data to assess digital marketing effectiveness using tools such as Google Analytics, Google Search Console and SEMRUSH.
- Created performance reports, tracked organic traffic, conversions, and engagement metrics.
- Provided insights to marketing & sales teams to optimize ad campaigns and improve ROI.
- Collaborated with developers and content teams to implement on-page & technical SEO improvements.

E-Commerce Virtual Assistant

October 2018 - September 2020

- Managed product listings for auto body parts by researching, uploading, and optimizing items on Shopify, ensuring accuracy and completeness.
- Sourced product specifications from vendor websites to provide detailed and informative listings for auto body parts.
- Enhanced product images to improve storefront appeal and customer engagement.

PRONATURAL FEED CORPORATION (*Cagayan de Oro City, Philippines*)

Computer Programmer

June 2014 - August 2018

- Maintained and enhanced the company's ERP system, reducing processing time and improving operational efficiency.
- Developed and deployed automated programs using C# to streamline transactions and reduce manual work.
- Created custom reports using SAP Crystal Reports to support data-driven decision-making.
- Managed SQL Server databases, ensuring data security, integrity, and backups.
- Collaborated with stakeholders and end-users to gather system requirements, resolve concerns, and optimize system functionality.

EDUCATION & CERTIFICATIONS

Shopify Theme Development: Online Store 2.0 + TailwindCSS - Sep 2025

Udemy

Google Prompting Essentials Specialization - July 2025

Google (via Coursera)

Google AI Essentials Specialization - July 2025

Google (via Coursera)

Search Engine Optimization (SEO) Specialization - July 2025

University of California, Davis (via Coursera)

Bootstrap 5 From Scratch | Build 5 Modern Websites - Aug 2024

Udemy

Bachelor of Science in Information Technology - April 2014

Mindanao University of Science and Technology (Cagayan de Oro City, Philippines)