

EGLĖ ŠUKYTĖ

SHOPIFY & E-COMMERCE SOLUTIONS SPECIALIST

Relocating to Dublin, Ireland • EU citizen — eligible to work in Ireland without sponsorship

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PROFILE

E-commerce solutions specialist who translates commercial, customer-experience and operational problems into functional Shopify experiences. Hands-on across conversion-focused landing pages, custom purchasing journeys, subscriptions, product quizzes, automation, integrations and technical troubleshooting. Combines growth marketing knowledge with practical AI-assisted implementation in Liquid, HTML, CSS, JavaScript and GraphQL.

CORE EXPERTISE

SHOPIFY & DIGITAL PRODUCT Shopify • Replo • CRO • product merchandising • responsive UX • A/B testing	BUILD & AUTOMATION AI-assisted development • Liquid • HTML • CSS • JavaScript • GraphQL • Mechanic • Shopify Flow • n8n
GROWTH & LIFECYCLE SEO • Google Ads • email marketing • Omnisend • Klaviyo • product quizzes	INTEGRATIONS & OPERATIONS Skio • APIs • Cloudflare Workers • DNS • SPF/DKIM/DMARC • cross-platform debugging

PROFESSIONAL EXPERIENCE

Shopify Content Administrator E-commerce Solutions & CRO Bold.One	Sep 2025 – Present
- Support multiple international e-commerce brands, translating marketing, commercial and operational requirements into working Shopify and WordPress solutions. - Automated promotional order modifications with Shopify Mechanic, Liquid and GraphQL, resolving order-edit errors and replacing repetitive manual processing. - Diagnose cross-platform issues involving Shopify, Replo, Skio, Omnisend, Klaviyo, Cloudflare, Google Workspace and email authentication. - Integrate custom and third-party product pickers supporting bundles, one-time and subscription purchases, delivery frequencies, dynamic pricing, variants and Shopify selling plans. - Design, build and optimize conversion-focused landing pages and quiz-style customer journeys using Replo, custom frontend code and AI-assisted rapid prototyping. - Plan and execute A/B tests across landing-page structures, offers and purchasing experiences, refining higher-performing variants using customer-behaviour and conversion data. - Designed a personalized product-recommendation quiz connected to Omnisend, transforming answers into product recommendations and reusable CRM customer properties. - Deliver localized e-commerce funnels for international markets, adapting landing pages, product experiences, checkout content and legal journeys.	
E-commerce Manager FIGARO salonų tinklas	Oct 2024 – Sep 2025
- Managed day-to-day e-commerce operations, product content, promotions and digital merchandising for a beauty retail and services business. - Coordinated online campaigns and customer-facing content across e-commerce, SEO, email and paid digital channels. - Maintained storefront accuracy and supported improvements to the customer journey, product presentation and commercial performance.	
Trust & Safety Content Moderator Teleperformance	Apr 2024 – Sep 2024
Reviewed user-generated content against detailed policies, consistently balancing accuracy, quality and time-sensitive decisions.	
E-commerce Manager MakesYouLocal	Apr 2023 – Mar 2024
- Supported international e-commerce growth through market research, local-market adaptation, SEO, product content, email marketing, influencer research and customer insight. - Progressed from E-commerce Assistant to Manager within five months, taking greater ownership of client communication, execution quality and market-facing initiatives.	
E-commerce Assistant MakesYouLocal	Dec 2022 – Apr 2023
Assisted with localized store operations, content, customer support and marketing execution for brands entering new European markets.	

EDUCATION

MSc Marketing Management VILNIUS TECH	2024 – 2026
Research focus: AI-driven personalization across the online customer journey and its influence on consumer behaviour and business outcomes, using the RACE framework and mixed research methods.	
BA Creativity and Business Innovation Vilnius University of Applied Sciences	2019 – 2022

EARLIER EXPERIENCE & LANGUAGES

Marketing Intern, DuGut App (2022) • Junior Operations Specialist Intern, SPIC AND SPAN (2021)

Lithuanian — Native • English — Full professional proficiency • Portuguese — Basic • Russian — Basic