

# RICARDO REYES

San Francisco, CA · 702-786-3889 · hello@ricardoreyes.dev · linkedin.com/in/ricardoreyesii · ricardoreyes.dev

## SUMMARY

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Shopify Plus operator and technical lead running end-to-end e-commerce for a 2,900+ SKU luxury jewelry brand with \$13M+ in active Shopify catalog retail value under management. Own the custom Liquid theme, Klaviyo flows, and a SimplyBook booking system that has driven 1,200+ appointments and grown monthly volume 58% YoY since I took over the storefront. Business Analytics degree (USF, 2026) backing the GA4/GTM analytics and CRO work.

## SKILLS

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**Shopify & Storefront:** Liquid theme development, custom sections and metafields, Shopify Storefront API, CSV/metafield pipelines, multi-variant catalogs (2,900+ SKUs), eBay File Exchange

**E-commerce Stack:** Klaviyo (flows, segmentation, transactional), GA4, Google Tag Manager, SimplyBook.me, Cloudflare R2 CDN

**Integrations:** Stripe, OAuth 2.0, REST/Webhooks, n8n workflow automation

**Web Development:** React, Next.js, TypeScript, Node.js, PostgreSQL, Tailwind CSS, Vercel

**Tools:** Git/GitHub, Shopify CLI, Lighthouse, Web Vitals, Shopify Theme Check, Cursor, Claude Code

## EXPERIENCE

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**Technical Lead & E-commerce Manager** · Giroux Fine Jewelry

Apr 2025 – Present

*San Francisco, CA*

- Run Shopify Plus operations end-to-end for a 2,900+ SKU luxury jewelry merchant: Liquid theme, Klaviyo, GA4/GTM, and customer-facing booking infrastructure. Sole IT and e-commerce operator.
- Shipped custom SimplyBook.me booking integration that has driven 1,200+ appointments and grown monthly booking volume from 58 to 92 (+58% YoY) since taking over the storefront.
- Stood up GA4 and GTM from scratch at takeover; instrumented 11,036 active users and 68,343 events with product-level attribution (booking\_complete, view\_item, add\_to\_cart) feeding paid social and SEO optimization.
- Architected CSV/metafield import pipelines for diamond, gemstone, and engagement ring catalogs across the 2,900+ SKU storefront, with certificate URL handling, image mapping, and namespaced custom/gemstone metafields.
- Grew organic search visibility ~3x via storefront IA, structured-data, and metafield work; 63.5K impressions and 2,240 clicks at 3.5% CTR over the trailing 16 months in Search Console.
- Migrated media library off a paid CDN to a self-hosted Cloudflare Workers + R2 stack (476,851 files, 46 GB) with a custom rate-limit-bypass proxy; cut spin-viewer page weight 79.6 MB → 2.5 MB (97%) via pre-generated WebP variants, shipped a production TypeScript Worker (multipart uploads, 360° viewer, Cloudflare Access auth) serving revenue-critical RapNet iframe embeds, \$1,440/yr saved.

**Founder & Principal** · Digital District Partners

Dec 2025 – Present

*San Francisco, CA*

- Operate solo Shopify implementation studio for jewelry merchants; productized service tiers (Foundation \$1,200 / Growth \$2,800 / Flagship \$4,500) plus maintenance retainers, positioned at ricardoreyes.dev.
- Recovered Raffi's storefront from a non-functional state in under 24 hours, restoring full e-commerce operations same-day.

**Sales & Growth (Part-Time)** · PromptShop (now Meuze, VC-backed)

Jan 2026 – Apr 2026

*Remote*

- Drove full-cycle B2B outbound and early merchant qualification at a VC-backed Shopify-adjacent AI marketplace targeting US SMB DTC and apparel brands: ICP definition, list building, sequences, cold calls, and pipeline handoff.
- Operated stack of Clay, Instantly, Smartlead, Apollo, Hunter, and Aimfox for prospecting and enrichment; managed lead deduplication, contact verification, and segmentation across 1,000+ Shopify brand prospects.
- Built and ran multi-channel email + LinkedIn sequences with measured reply tracking; coordinated qualified-lead handoff to founder for closing.

## EDUCATION

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**University of San Francisco** · Bachelor of Science in Business Analytics · Expected Dec 2026 · GPA: 3.5

## SELECTED PROJECTS

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**RepuFlow AI** (repuflow.app) – Shopify App for merchant reputation management; OAuth flow, review aggregation, and automated response workflows. TypeScript, Shopify App Bridge, Polaris.

**Signet** (trysignet.dev) – AI compliance proxy targeting EU AI Act enforcement; PII scanning, HMAC tokenization, DKIM/SPF/DMARC. Hono on Fly.io.