

# RYAN PITTS

## SHOPIFY DEVELOPER | ECOMMERCE EXPERT

### PROFESSIONAL SUMMARY

**Shopify Engineer with 15+ years of ecommerce experience and 4+ years leading technical Shopify Plus builds.** Proven track record building scalable DTC systems, optimizing for conversion, and managing the entire Shopify infrastructure lifecycle from initial setup to optimization. I'm at my best in lean, high-performing teams driven by big goals and a shared passion for meaningful work.

### WORK EXPERIENCE

#### WorldPantry.com

##### Shopify Lead Developer

San Francisco, CA

05/2021 - 04/2025

*WorldPantry manages end-to-end ecommerce operations for brand name CPG companies. Collaborated with designers, internal marketing team and brand teams to ensure successful store builds.*

- **Architected, launched, and supported 26 Shopify Plus storefronts** - owning the full technical stack from custom themes and apps to API integrations and platform stability. Drove \$20M+ in annual revenue and 25% growth by combining mobile-first UX design, rigorous A/B testing, and ongoing performance optimization.
- **Built a wide range of full-stack components** - among them, two customer-facing storefront components (real-time inventory indicators and geolocation-based delivery estimates) stood out as the most successful, driving a 9-12% lift in checkout conversion rates.
- **Engineered a library of Remix-based Apps** - upsell/cross-sell modules, gift with purchase offers, address validation, tiered discount logic, trust banners, and custom inputs. These apps contributed to a 10% lift in AOV while streamlining the checkout experience and increasing conversion consistency.
- **Rolled out Recharge Subscriptions across 23 stores** - built custom subscription components, partnered with stakeholders to define subscription program, store wide setup and executed high-volume customer migrations with zero subscriber downtime, resulting in \$2.4M+ in annual recurring revenue.
- **Supported marketing team in deploying site-wide tracking and A/B testing infrastructure** - Implemented GA4, VWO, and Bing UET tracking infrastructure to enable data-driven CRO, elevate UX decisions, and boost conversion performance.
- **Hosted bi-monthly engineering workshops** - led training sessions on Shopify Liquid/JS fundamentals and new Shopify features for engineering team

#### Fantastapack

Kent, Washington

##### Ecommerce Marketing Specialist

06/2016 - 05/2021

*Fantastapack utilizes ecommerce technology to simplify how businesses design, price, and order custom packaging online.*

- **Rocketed monthly sales from \$20K to \$1.19M** leveraging data-driven marketing, advanced SEO tactics, and multichannel marketplace launches.
- **Slashed Google Ads cost per acquisition 81%** (from \$137 to \$26) through audience segmentation and A/B testing.
- **Boosted organic traffic 437%** over 2 years with technical SEO, on-page optimization, and revamped metadata.
- **Scaled new product line of colorful preprinted shipping boxes to \$100K revenue in 6 months** via Amazon/Walmart marketplace launches and multichannel integrations.



### CONTACT ME

(206) 898-2147

ryanpitts26@gmail.com

www.linkedin.com/in/ryanpitts

https://github.com/RyanPPitts

Bonney Lake, WA

### SKILLS

#### Shopify

Advanced Theme Customization, Metafields, Functions, Checkout UI, Custom App Development, Hydrogen, Remix, Admin & Storefront API, CLI

#### Frontend

HTML5, CSS3, JavaScript (ES6+), Liquid, React, jQuery, AJAX

#### Backend

Node.js, Express, REST & GraphQL APIs

#### Dev Tools

GitHub, Azure DevOps, Monday.com

#### Analytics

VWO, GA4, Search Console, Microsoft Clarity, SEMrush

#### 3rd Party Apps

Klaviyo, Attentive, Recharge, Matrixify, ReConvert, HubSpot

#### Digital Marketing

SEO, SEM, CRO, CRM, Email Marketing

### CERTIFICATIONS

#### Google Analytics 4

#### Problem Solving Process

Lean Enterprise Institute

#### HubSpot Email & Content Marketing

### EDUCATION

#### University of Washington

B.A. Economics  
Seattle, WA

#### General Assembly

Full Stack Software Engineering  
Immersive