

Kenneth Mora Salazar

Web Developer Mid Shopify | Prompt Engineering

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Resume

Web developer with full-stack experience in Shopify Plus and WordPress, specializing in building, customizing, and optimizing online stores for both B2B and DTC models. I've led the creation of Shopify stores from scratch, including advanced wholesale (B2B) configurations, Shopify Flow automations, and third-party integrations with platforms like Klaviyo, Recharge, Searchspring, Amazon, and Walmart. I consistently improve UX and site performance using custom Liquid, HTML, CSS, and JavaScript development.

Languages y technologies

Web developer - Front-End

Shopify Plus(Liquid) - HTML - CSS - JS -
MySQL - JQuery - WordPress - Git - IA

Web developer - Design

Adobe Xd - Inkscape - Canva

Technical skills

- Management, customize and maintenance of E-commerce Platform on Shopify.
 - Development of websites using web content management system WordPress.
 - Development of responsive websites build on mobile-first with HTML-JS-CSS.
 - Support and maintenance of mobile applications and websites, debug and implementing new features.
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Achievements

- Planned, built, and launched a dedicated B2B store tailored for wholesale clients
Configured custom access controls, company profiles, and customer-specific pricing
Developed automation workflows using Shopify Flow to handle approvals, account permissions.
- Updating Product sorting, Faceting, Hierarchy, Categorization, and Search results/ Key terms on Shopify also including theme development and releasing.
- Build pages for complete seasonal campaigns, with different sections, forms, data management, data analysis and reporting for the client on Shopify.
- Improving Front end code/ HTML layouts for PDPs, updating Theme codes via Shopify Liquid.
- Team management with assignment of tasks and control of the development of new implementations.
- Develop websites with CMS WordPress, talking with the client, and bring solutions and final product for himself.

Work experience

Sol-ti® (Full-time)

Web Developer Mid & IT Support - Shopify (Sep 2022 - Present)
Management, customization, development and maintenance of E-commerce platform on Shopify and Liquid implementations.

EGO Marketing Solution (Full-time)

Web Developer - Shopify (Oct 2021 - Sep 2022)
Work, design, and development with Shopify and WordPress for different clients.

Sol-ti® (Part-time)

Web Developer - Shopify (Apr 2021 - Nov 2021)
Worked on the main page of Sol-ti, built on the Shopify platform with management and development tasks.

Freelance Developer (Part-time)

Web Developer - Front-End (2020 - Present)
Developer of websites using the WordPress content management system.

Facturación Digital C.R

Laravel Developer (2020)
Developed new features for enterprise projects and conducted testing using the Laravel framework.

Yapp S.A

Web Developer - Android (2018 - 2019)
Supported and developed the Android application YappX, and provided support for the YappX website using HTML, CSS, and JS, along with database work using MySQL.

Education and degrees

Prompt Engineering - ChatGpt - 2025
React JS - Introduction Course - 2020
Scrum Professional Certificate - CertiProf - 2020
Bachelor of Computer Science and Multimedia Technology - UCR - 2019