



JASON MCBRIDE

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PROFILE

Shopify Ecommerce Manager with 7+ years of hands-on experience managing, developing, and optimizing Shopify stores. Experience includes theme development, theme architecture, Liquid, HTML/CSS, JavaScript, technical troubleshooting, and ecommerce operations.

EXPERIENCE

Shopify Ecommerce Manager, Le Maé (Remote) Oceanside, CA July 2022 – Present

Lead ecommerce operations and technical execution across Shopify development, product launches, and ongoing site optimization.

- Manage Shopify theme development, site optimization, and store infrastructure
- Develop and implement Shopify theme enhancements, customizations, and new site functionality
- Manage product setup, collection architecture, and launch execution
- Own site updates, metafield and metaobject setup, app integrations, technical troubleshooting, and QA
- Partner with marketing, operations, and leadership on new features, launches, and site improvements

Shopify Theme Support Developer, Underground (Remote) Oceanside, CA April 2021 - July 2022

Worked across Shopify stores and themes to diagnose technical issues, implement theme customizations, and improve storefront functionality.

- Diagnosed and resolved theme bugs through replication, testing, and troubleshooting
- Implemented custom Liquid, HTML, and CSS modifications across Shopify themes
- Built and modified front-end theme functionality based on merchant requirements
- Tested theme changes across different store configurations and resolved compatibility issues

Founder, Brew Catalog North County San Diego, CA January 2019 - November 2020

Founded and operated a Shopify-based ecommerce platform for independent craft beer brands, overseeing site development, UX, operations, and growth.

- Built and developed the Shopify marketplace, including site functionality, product catalog, merchandising, and customer experience
- Managed partnerships, ecommerce operations, order fulfillment, and ongoing platform improvements

CORE SKILLS

Shopify Plus · Liquid · HTML/CSS · JavaScript · Theme Development · Theme Architecture ·
Metafields/Metaobjects · App Integrations · Git · Technical Troubleshooting · QA Testing · Ecommerce
Operations · Product Setup/Organization · UX Optimization · Klaviyo · Webflow · Figma

EDUCATION

B.S. Business and Administration (Management)

California State University San Marcos 2018