

Basel Hassan Ossama

5+ Years in building High-Impact Online
Stores | Shopify Developer |
E-Commerce Expert

CONTACT

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[Website](#)



[LinkedIn Profile](#)



[Instagram](#)

Shopify Developer delivering high-revenue, high-performance online stores. Trusted by 15+ brands to launch stores that attract more customers, boost sales, and scale operations seamlessly. Expert in crafting sleek, fast, and conversion-optimized Shopify sites that dominate the e-commerce landscape. Skilled in custom theme development, email automation with Shopify Email, and full-store optimization for SEO, speed, and user experience. Committed to building powerful online experiences that drive growth, maximize engagement, and set brands apart in competitive markets.

CORE SKILLS:

Shopify Development:

- Shopify Store Setup
- Theme Customization
- Payment Gateway
- Shopify Apps Integration
- Shopify Schema

E-Commerce Skills:

- Product Uploading
- Collection Management
- SEO Optimization
- CRO

Brand Building & Growth:

- Brand Creation
- Brand Positioning
- Growth Strategy
- Customer Acquisition

Web Design & UX:

- Responsive Design
- Landing Pages
- User-Centric Navigation
- Brand Storytelling
- Banner Integration
- Landing Page Design

- Mobile Optimization
- Newsletter Integration

Marketing & Engagement:

- Email Marketing Setup
- Loyalty Program Integration
- Promotions Setup

Technical Skills:

- Liquid
- HTML & CSS
- JavaScript (Basic)
- JSON Templates
- Shopify Schema Markup

Tools:

- Shopify Admin
- Canva
- Email Marketing
- Shopify Email
- Judge.me (Reviews App)
- Loox (Reviews App)

Project Management:

- Client Communication
- Requirement Gathering
- Multi-Store Management
- Delivery Coordination

- Timeline Management
- Task Prioritization
- Feedback Implementation

Languages:

- English (Proficient)
- Arabic (Native)

WORK EXPERIENCE:

Founder

Paw & Joy, Cairo, Egypt

August 2025 – Present

- Founded and scaled one of Egypt's largest online pet supplies stores, leading brand strategy, Shopify development, and digital growth initiatives that attracted thousands of loyal customers nationwide.

E-Commerce Technical Manager

Breathe Everyday, Cairo, Egypt

February 2024 – Present

- Built and launched a Shopify store focused on clean UI/UX, integrating Shopify Payments and mobile optimization features.
- Executed SEO strategy by refining metadata, product descriptions, and structure, achieving a significant boost in search engine visibility.
- Implemented automated customer email flows using Shopify Email, enhancing customer re-engagement and driving repeat sales.

Shopify Developer

Shopify, Cairo, Egypt

May 2021 – Present

- Designed and optimized 15+ Shopify stores by coding custom Liquid themes, running SEO audits, enhancing site speed, and automating email workflows that boosted client retention, search rankings, and customer conversions.

Shopify Developer

Lazy Republic, Cairo, Egypt

February 2025 – March 2025

- Built a lifestyle-focused Shopify storefront with CRO-driven layouts, targeted email campaigns, and A/B-tested product pages, increasing conversions and newsletter signups.

Shopify Developer

Carpetivity, Cairo, Egypt

November 2024

- Developed a Shark Tank–featured Shopify store for kids' carpets, implementing advanced navigation, SEO optimization, review integrations, and performance enhancements that improved trust and engagement.

Shopify Developer

PetsOffice, Cairo, Egypt

August 2024 – September 2024

- Launched Egypt's leading pet supplies Shopify store with customized inventory management, optimized checkout flows, and upselling integrations, raising average order value and organic visibility.

EDUCATION

Bachelor of Science in Electrical & Communication Engineering

The British University in Egypt

2025 – 2030 (Expected)

PROJECTS

Paw & Joy Website | [Link](#)

August 2025 – Present

- Built and scaled Paw & Joy, now one of Egypt's biggest pet supplies e-commerce brands, through a Shopify store featuring 1,000+ SKUs, bundle promotions, subscription popups, SEO-rich product structures, and mobile-first design.

Breathe Everyday Website | [Link](#)

February 2024 – Present

- Developed for Breathe, a brand featured on Shark Tank Egypt.
- Built a Shopify store for breathable bamboo apparel, focusing on clean navigation, bundling offers, mobile optimization, and fast checkout experience. Integrated customer testimonials, FAQs, and eco-friendly messaging to boost brand trust and engagement.

PetsOffice Website | [Link](#)

August 2024 – Present

- Built for PetsOffice, the leading pet supplies brand in Egypt. Designed a Shopify store specializing in pet supplies, featuring advanced

Building Blox Nutrition Website | [Link](#)

July 2025

- Developed a Shopify platform for a sports nutrition brand, featuring performance-focused product pages, bundle offers, fast checkout, and nationwide shipping. Integrated discount codes, newsletter signup with incentives, and cash-on-delivery options to maximize conversions.

Maison De L'île Website | [Link](#)

July 2025

- Developed a premium Shopify storefront for a luxury boho furniture and décor brand, featuring curated product categories, mobile-first design, and sustainability-driven storytelling.

ONYU Website | [Link](#)

March 2025

- Built a Shopify store for ONYU, a modern fashion brand backed by a 125-year Egyptian textile legacy, featuring bold seasonal collections, seamless navigation, and mobile-first design.
- product categorization, SEO optimization, and mobile responsiveness.

Lazy Republic Website | [Link](#)

February 2025 – March 2025

- Developed a Shopify store for a beauty and self-care brand, featuring bestsellers, customer testimonials, and eco-friendly product highlights. Integrated a content creator program, newsletter signup, and streamlined navigation to enhance user engagement and brand loyalty.

Maison de Chris Website | [Link](#)

October 2024 – November 2024

- Developed a Shopify store for a fashion and denim brand, showcasing seasonal collections, bestseller highlights, and trend-driven product categories. Integrated newsletter signup, sales promotions, and responsive design to create a stylish and user-friendly shopping experience.

MyUnlike Website | [Link](#)

March 2025

- Created a Shopify store for a fashion brand, featuring new arrivals, bestsellers, and seamless category navigation for an enhanced shopping experience. Integrated promotional banners, newsletter signup, and sales-driven product highlights to boost customer engagement.

Carpetivity Website | [Link](#)

November 2024

- Built for Carpetivity, a brand proudly featured on Shark Tank Egypt.
- Developed a Shopify store for a kids' carpet brand, focusing on natural fiber product highlights, seasonal collections, and an engaging shopping experience. Integrated promotional banners, educational content, and customer FAQs to drive trust and conversion.

ICE Website | [Link](#)

November 2024

- Developed a clean, product-focused Shopify store using Liquid Code and CSS, enhancing site speed and streamlining customer checkout for a niche lifestyle brand.

OneEarth Website | [Link](#)

December 2024

- Developed a Shopify store for an eco-friendly handcrafted earthenware brand, highlighting limited editions, sustainable craftsmanship, and Egyptian cultural heritage.
- Integrated category navigation, brand storytelling sections, and eco-conscious messaging to create a modern, authentic shopping experience.

Wear.It Milano Website | [Link](#)

December 2024

- Developed a Shopify store for a Milan-based personal stylist, showcasing styling services, digital color analysis products, and fashion consultation packages. Integrated personal storytelling, service booking, and a clean, elegant design to reflect the brand's premium fashion identity.

Extual Website | [Link](#)

January 2025

- Built a Shopify store for a minimalist fashion brand specializing in textured t-shirts and hoodies, emphasizing clean product displays and a smooth checkout experience.

Kayan Website | [Link](#)

January 2025

- Developed a bilingual Shopify platform for an educational services company specializing in supporting distance learning students with assignments, summaries, and university registration.
- Integrated subscription forms, monthly progress reporting, and clear service navigation to enhance the user experience for Arabic-speaking students.

Tamayuz Website | [Link](#)

February 2025

- Built a Shopify platform for an educational services brand supporting distance learning students with coursework assistance, summaries, and university registration services.
- Integrated WhatsApp payment notifications, bilingual navigation, and monthly progress reporting to streamline service delivery for Arabic-speaking students.

Islamic Art Hub Website | [Link](#)

February 2025

- Built a Shopify store for a premium Islamic home decor brand, featuring modern Islamic wall art, car ornaments, and Ramadan collections.