

Matthew James Rodriguez

Senior Web Developer with 8+ years building **high-performing, conversion-optimized Shopify Plus storefronts** — and the lifecycle, SEO, and data systems behind them — across a multi-brand DTC portfolio. I ship production code end to end and build the internal tools (audit pipelines, revenue dashboards) the wider team runs on.

2210 W. Jefferson Blvd
Los Angeles, CA 90018
(559) 936-1020
MatthewGhosid@gmail.com

EXPERIENCE

Senior Web Developer - Cheef Holdings

May 2021 - Present Cheef Botanicals · HolistaPet · Hollyweed.com · Los Angeles, CA

- Own end-to-end Shopify Plus development across three DTC brands: Liquid, JavaScript, JSON templates, Online Store 2.0, and Checkout Extensibility.
- Architected Shopify Functions — stackable discounts, dynamic shipping thresholds, conditional promotions — fully compatible with Checkout Extensibility.
- Led full WooCommerce → Shopify Plus migrations (catalogs, customers, orders, subscriptions, SEO redirects) with zero revenue loss and no ranking regression.
- Built the company's internal ecommerce operations platform (Next.js, TypeScript, Postgres) — SEO audit snapshots, a Klaviyo revenue warehouse, a content-brief pipeline, and Ads reporting.
- Engineered data-driven organic-growth systems across priority category taxonomies — mapping ranking opportunities and competitive gaps through Ahrefs, Google Search Console, and SERP analysis, and adapting to Google Core Updates — then built a systematic content-refactoring framework that lifted organic visibility.
- Engineered email lifecycle infrastructure — engagement-tiered segmentation, deliverability-first sending discipline, data-driven send-time optimization — and ran a large-scale LTV cohort analysis (100K+ orders) that reshaped discount-acquisition strategy.
- Delivered **+32% (HolistaPet)** and **+44% (Cheef Botanicals)** subscriber lift through custom subscription UX and churn-reduction logic.

Freelance Web Developer - Upwork

June 2018 - May 2021 Remote

- Built Shopify Plus and WooCommerce storefronts end to end for DTC clients — CRO-focused UX/UI, technical SEO, headless builds (Hydrogen/Remix, React, GraphQL).
- Also built automated equities/options trading tooling with broker API integration for a private client.

Technical Assistant - Sprouts Farmers Market

March 2017 - January 2020 Los Angeles, CA

- Developed React features and components; optimized API usage — request reduction, rate-limit handling, exponential backoff.

EDUCATION

College of the Sequoias — Visalia, CA

Computer Science coursework · July 2016 – December 2018

SKILLS

- **Shopify Plus development** (Online Store 2.0, Liquid, JSON templates, Metaobjects)
- **Checkout Extensibility & Shopify Functions**
- **Lifecycle & retention** (Klaviyo segmentation, deliverability, flows, LTV/cohort)
- **Technical SEO** (audits, redirects, structured data, content pruning, cannibalization)
- **Paid search & analytics** (Google Ads, GSC, Ahrefs)
- **JavaScript, TypeScript, React, Node.js**
- **API integrations** (Shopify Admin/Storefront, REST, GraphQL)
- **Performance & Core Web Vitals** (LCP, CLS, INP)
- **WooCommerce & WordPress** (migrations)
- **Data & dashboards** (Postgres, Next.js)
- **Cross-functional collaboration** (SOPs, QA gates, cost governance)
- **AI model & tooling fluency** (Claude Opus/Sonnet/Fable, GPT-5.5+, GPT Image 2, local/open-source models, Cursor, VS Code)

PORTFOLIO

<https://matthem.dev>

AWARDS

Honor's Scholarship — College of the Sequoias

REFERENCES

Dareh Zadoorian — Cheef Holdings
Chief Executive Officer
(702) 741-7311

Carly Quick — Supergut
Graphic Designer
(602) 617-2557

Seydina Diop — Prime
Web Developer
(510) 998-5914