



Debbie Sibal

Shopify Developer & Store Builder

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Summary

Shopify Partner building Shopify stores since February 2019, for clients and my own brands: theme customization, store setup, collections, listings, SEO, apps and launch. I build my own tools for bulk CSV and image work. Available now, remote, on US, EU or AU hours.

Selected proof

Since Feb 2019 Building Shopify stores (Shopify Partner)	6 store builds Homepages and product pages; newest: SnapMeal Protein and JC Creatine
Jan 2022 – Aug 2025 Ran the Shopify store for Aquariums For Beginners (listings, SEO, store visuals)	4 store tools Built for store work, incl. a Shopify CSV Helper and a Chrome extension

Built: SnapMeal Protein · JC Creatine · Kooki Pet · Wiggle Room · Dose of Roses PH · Kenichi Enda

Worked on: Zennuvo (AU fashion) · Monklima (DE fashion) · Aquariums For Beginners · Carevolv

Experience

Shopify Store Builder

Freelance + own stores (Shopify Partner) / Feb 2019 – Present / Remote

- Built SnapMeal Protein and JC Creatine, my newest stores (homepages, product pages, bundle offers), and Kooki Pet (Kitty Kurlz product page)
- Build Shopify stores for clients and my own brands: theme customization, store setup, collections, apps and launch
- Build small tools that speed up store work: Shopify CSV Helper, Carousel Image Extractor, Shopify Preview Saver (Chrome extension)

Support Specialist

Shogo.fr / Jan 2026 – Present / Remote

- Edit order addresses, track parcels and sort out delivery problems in Shopify for European e-commerce stores
- Run the customer inbox in Helpwave, including Polish-speaking customers, and coordinate with the shipping team on stuck or returned orders

Shopify Expert Assistant / E-commerce Support

ThriveEdge / Feb 2025 – Jan 2026 / Remote

- Managed Shopify stores day to day: product listing, collections, SEO and store optimization
- Optimized product feeds in Google Merchant Center
- Handled customer support and order management

Shopify & Content Manager

Aquariums For Beginners / Jan 2022 – Aug 2025 / Remote

- Ran the Shopify store for an aquarium education brand: listings, SEO and store visuals
- Built the website and wrote every blog article, plus product descriptions and email newsletters

Also: Digital Content Creator & Brand Strategist, self-employed (Jan 2022 – Present): AI product imagery and 154 Meta ad campaigns for fashion and footwear stores. Customer Service Representative, Alorica (part-time, on-site, Sep 2025 – Dec 2025).

Skills

- Shopify: theme customization, store setup, collections, listings, apps, launch
- Bulk CSV import/export, Shopify-ready CSV formatting
- Chrome extension + web tools built with Google AI Studio and Claude
- Store SEO and Google Merchant Center feeds
- Shopify admin: orders, refunds, address edits
- AI product imagery for listings

Tools I built

Shopify CSV Helper

Carousel Image Extractor

Shopify Preview Saver

Chrome extension

Universal CSV Translator

Tools

Shopify

Google Merchant Center

Canva

Google AI Studio

Claude

Helpwave

Slack

Hubstaff

Google Workspace

Tests

English C2 (advanced/mastery)

Typing 72 WPM net, 98% accuracy

Languages

English C2

Filipino/Tagalog native

Education

Bachelor of Business Administration, Major in Financial Management

University of Manila

2022 – 2026 (graduated)