

# Mehmet Can Örücü

**Senior Shopify & WordPress Developer | E-Commerce Automation & Data Management**

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## Professional Summary

Senior Shopify & WordPress Developer with over 13 years of hands-on experience in building, managing, and scaling e-commerce platforms. Specialized in Shopify development, multi-store operations, pricing and inventory automation, and large-scale product data management using REST and GraphQL APIs. Proven expertise in automating complex workflows with Python, ensuring data accuracy across international stores, and maintaining high-performance, conversion-focused storefronts. WordPress development and digital marketing experience complement a strong technical foundation to support sustainable e-commerce growth.

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## Core Skills

### Shopify Development & Management

- Shopify Theme Customization (Liquid, HTML, CSS, JavaScript)
- Multi-store Shopify Architecture (INT / TR)
- Collection & Product Structure Management
- Custom Pricing & Discount Logic
- Shopify Apps & Integrations

### E-Commerce Data Management & Automation

- Shopify REST & GraphQL APIs
- Python-based Automation (CSV / JSON)
- Bulk Product, Variant & Price Updates
- Inventory & Variant-Level Pricing Rules
- Data Validation & Error Handling

### WordPress Development

- Custom Theme Development
- Elementor & Gutenberg

- Performance & SEO Optimization
- Ongoing Maintenance & Support

### **Digital Marketing (Supporting)**

- E-commerce SEO Fundamentals
  - Conversion-Oriented UX Improvements
  - Analytics & Performance Tracking
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## **Professional Experience**

### **Senior Shopify & WordPress Developer | E-Commerce Automation & Data Management**

**RaisaVanessa** — Remote

*Aug 2024 – Present*

- Led the development and management of international and local Shopify stores with complex pricing structures.
- Built Python-based automation scripts for bulk pricing, discount logic, inventory control, and cross-store synchronization.
- Managed season-based collection ordering and large-scale product data operations.
- Ensured pricing accuracy and operational stability through structured validation workflows.
- Collaborated with business stakeholders to translate commercial needs into scalable technical solutions.

### **WordPress Developer & Digital Operations Specialist**

**Synergy Health Foundation** — Remote

*2023 – 2024*

- Developed and maintained WordPress websites aligned with organizational and accessibility standards.
- Implemented performance and SEO improvements to enhance usability and visibility.
- Provided ongoing technical maintenance and digital support.

### **Senior Web Developer & Digital Marketing Specialist**

**Freelance / Remote**

*2009 – Present*

- Delivered custom WordPress and e-commerce solutions across multiple industries.

- Advised on platform architecture, performance, and long-term maintainability.
  - Supported clients with digital marketing integrations and technical optimization.
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## **Education**

Bachelor's Degree (*Details available upon request*)

## **Tools & Technologies**

- **Shopify** (*Admin, Liquid, REST & GraphQL APIs*)
- **Python** (*Data Automation, CSV/JSON Processing, Pricing & Inventory Scripts*)
- **WordPress** (*Custom Theme Development, Elementor, Gutenberg*)
- **HTML, CSS, JavaScript**
- **Git, VS Code**
- **Google Analytics, Google Search Console**
- **SEO Tools & Performance Optimization**
- **Docker** (*Foundations & Development Environments*)

## **Certifications**

- **Docker Foundations – Professional Certificate**
- **Search Engine Optimization (SEO) – Professional Certificate (Moz)**
- **Adobe Premiere Pro – Essential Skills (LinkedIn Learning)**
- **Adobe Illustrator – Professional Certificate (LinkedIn Learning)**
- **LinkedIn Learning – Web Development & Digital Skills Tracks**