GERARDO M. CALIGUIRAN III

SHOPIFY WEBSITE BUILDER | THEME CUSTOMIZATION & STORE SETUP

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PROFESSIONAL SUMMARY

Entry-level Shopify website builder with four self-directed demo stores and completed Shopify training. Focused on theme customization, homepage sections, navigation, product-page layouts and mobile usability. Portfolio includes home décor, electronics, apparel and a one-product headphone concept. Brings over 10 years of customer-facing hospitality, retail and small-business experience. Available for full-time remote work and scoped paid trials.

RELEVANT SKILLS

Shopify website building: theme setup and customization • homepage and product-page sections • menus and navigation • collections and product options • storefront branding

Storefront layout: desktop and mobile page organization • theme colors and typography • product-option selection • clear shopping and cart flow

Website quality checks: mobile browser views • images and links • layout consistency • variant selection • cart quantity updates and removal • screenshot documentation

SHOPIFY TRAINING & DOCUMENTED WORK | JULY 2026–PRESENT

Your VA Buddy coursework and self-directed practice. Projects below are training samples, not paid Shopify client engagements.

Gerardo Electronic Demo | Product Content & Quality Checks

- Documented five AI-assisted, owner-approved product title and description updates with before-and-after Shopify Admin screenshots.
- Reviewed sample variants and recorded fields; prepared a 40-checkpoint product-listing QA exercise for five products.
- Checked storefront navigation, sample product details and variants; documented issues and changes as training evidence.

Gerardo Home Design | Home Décor Catalog & Storefront

- Practiced organizing product collections, navigation and storefront layout in a Shopify training store.
- Refined five demo product descriptions and documented their before-and-after Admin records and storefront checks.

GMC Everyday Apparel | Catalog and Shopping Flow

- Built an apparel demo with 12 sample products, 48 size variants, five collections and a tested cart.

AURA / 01 | Shopify Theme and Storefront Layout

- Built a one-product Shopify demo with customized sections, two finish options, mobile layouts and checked cart updates.

AURA: gerardo-aura-demo.myshopify.com | Password: GerardoAuraDemo

Evidence: gerryon.top/projects.html | Narrated walkthrough: gerryon.top/video-demonstrations.html

RELEVANT EMPLOYMENT

Barista | Planet Smoothie, Camp Lemonnier, Djibouti | Dec 2023–Dec 2025

- Served U.S. military personnel in a busy café setting, taking orders, preparing beverages and responding to customer requests.
- Followed transaction accuracy, hygiene and service procedures in a customer-facing environment.

Independent Small-Business Entrepreneur | Daet Public Market | Aug 2018–Oct 2023

- Handled daily retail sales, customer concerns, product purchasing, pricing and supplier communication.
- Maintained practical familiarity with product stock checks and everyday store routines.

EARLIER HOSPITALITY & RETAIL EXPERIENCE

Barista | Seyidoglu | Jun 2016–Jul 2018

Guest service, drink preparation and routine stock handling.

Barista | PappaRoti Café, Oman | Jun 2013–Jun 2015

Customer orders, beverage preparation and fast-paced café service.

Barista / Cashier | Magic Café, Saudi Arabia | Jul 2009–Oct 2011

Customer orders, order accuracy and direct customer assistance.

Supervisor | BinDawood, Saudi Arabia | Jan 2007–Mar 2009

Retail floor operations, team coordination and customer assistance.

Additional earlier service roles

Max’s Restaurant, Tuguegarao City (Jun 2004–Dec 2005); Shakey’s, Taguig (Aug 2000–Nov 2003).

SELECTED VERIFIED TRAINING & RECOGNITION

- Shopify Store Management — Your VA Buddy | Jul 31, 2026
- Shopify Course Completion — Your VA Buddy | Sep 20, 2026
- Best Website, High-Level Shopify Training — Your VA Buddy (training-cohort recognition)
- VA 101: Virtual Assistant Foundations — Your VA Buddy | Sep 11, 2026

EDUCATION

High School Diploma

Basa Air Base High School

Far Eastern University | Undergraduate Studies, Mass Communication | 1994–1997

Attended through the third year; no college degree earned.

WORK AVAILABILITY

Philippines-based • Full-time remote / up to 40 hours per week • Open to night shift (Philippine time) • Available to start immediately • Also open to small paid trials with clear instructions and agreed scope.

PORTFOLIO TRANSPARENCY

Shopify examples are self-directed, AI-assisted learning projects. Order, inventory and customer-ticket samples are simulated; no paid Shopify client experience, revenue impact, live fulfillment or customer service metrics are claimed.

Portfolio: https://gerryon.top | Projects: https://gerryon.top/projects.html