

Jossue Alcalá

E-commerce & Web Developer | Shopify, WordPress, CRO & Frontend Implementation

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LinkedIn: [linkedin.com/in/jossue-alcala](https://www.linkedin.com/in/jossue-alcala) | Portfolio: bloqio.app/en/jossuealcala | SaaS: builder.bloqio.app

PROFESSIONAL PROFILE

E-commerce and web development specialist with more than 8 years of experience combining Shopify, WordPress, CRO, performance marketing, SEO, and frontend optimization. I have designed, developed, and optimized websites, storefronts, product pages, collection pages, internal portals, digital catalogs, and commercial components focused on conversion, clear navigation, and user experience. I work with Shopify Liquid, WordPress, Elementor Pro, React, TypeScript, Vite, HTML, CSS, JavaScript, PHP, GitHub, Railway, cPanel, and analytics tools to build digital solutions connected to business goals.

CORE SKILLS

Shopify & E-commerce Development: Shopify, Liquid, Shopify CLI, Theme Customization, Theme App Extensions, App Embeds, Storefront Optimization, Product Pages, Collection Pages, Custom Sections, E-commerce CRO.

WordPress Development: WordPress, Elementor Pro, Custom Sections, PHP, HTML, CSS, JavaScript, cPanel, DNS, SSL, Content Architecture, Newsroom, Digital Catalogs.

Frontend & SaaS Implementation: React, TypeScript, Vite, Zustand, HTML, CSS, JavaScript, Responsive Design, UI Implementation, Landing Pages, Web Components, GitHub, Version Control, Railway, functional QA, technical documentation.

CRO & Analytics: Conversion Rate Optimization, A/B Testing, UX Optimization, Funnel Optimization, GA4, Looker Studio, Search Console, Hotjar, Shopify Analytics.

Growth & SEO Background: Paid Media, SEO, Google Ads, Meta Ads, TikTok Ads, Remarketing, ROAS, CAC, LTV, Campaign Optimization.

PROFESSIONAL EXPERIENCE

Founder / Shopify App & SaaS Product Developer | Bloqio (own venture) | Mar 2026 - Present

- Designed and developed digital products focused on e-commerce, CRO, and commercial website creation for merchants and small businesses.
- Developed Shopify apps with a CRO focus, including promotional top bars, sticky add-to-cart, quantity picker, variant synchronization, sold-out states, and contextual visibility by page or device.
- Implemented Theme App Extensions and App Embeds with Shopify CLI, Liquid, HTML, CSS, JavaScript, GitHub, and Railway.
- Built Bloqio Builder, a web SaaS for creating digital storefronts with templates, editable sections, responsive preview, authentication, and publishing flow using React, TypeScript, Vite, Zustand, GitHub, and Railway.
- Defined functional architecture, UI components, editing logic, plan structure, QA criteria, and technical documentation to keep product, design, and development consistent.

E-commerce Growth & Shopify Optimization Specialist | DUMO / WU Nutrition | Nov 2025 - Present

- Developed and implemented Shopify optimizations to improve the shopping experience, commercial clarity, and conversion in e-commerce storefronts.
- Built components and customizations with Shopify Liquid, HTML, CSS, and JavaScript for product pages, collection pages, trust modules, FAQs, badges, navigation, and promotional elements.
- Optimized shopping journeys, search, visual structure, and commercial messages with a mobile-first and CRO-focused approach.
- Connected insights from GA4, Shopify, Search Console, and Looker Studio with concrete improvements in UX, content, navigation, and funnel performance.
- Aligned acquisition and remarketing campaigns with landing pages and more consistent shopping journeys to improve commercial efficiency.

WordPress Mid Developer | Corporativo IMT / TDI | Mar 2025 - Nov 2025

- Designed and developed 3 WordPress websites using Elementor Pro, HTML, CSS, JavaScript, and PHP, creating custom sections and manageable structures for corporate brands.
- Developed internal tools, including a patient case status portal for Top Health, focused on improving access to information and operational tracking.
- Created digital catalogs for Ortopedialud, structuring navigation, commercial content, and product presentation to improve consultation and offer communication.
- Implemented a real-time events calendar with a user registration flow, improving the management and access to corporate activities.
- Designed and developed a corporate newsroom to centralize curated news, communications, and relevant press articles for the brands.
- Designed the visual strategy and initial structure of a Shopify e-commerce portal, building the storefront layout and custom sections in Liquid.

Digital Sales Account Manager | HP Inc. | Nov 2021 - Feb 2025

- Designed commercial and demand generation strategies for key retailers in Mexico and Peru, achieving quarterly sales increases of +21% in Mexico and +35% in Peru.
- Led commercial strategies with market share impact: +4% for HP Mexico and +6% for HP Peru.
- Supported online channel growth through omnichannel campaigns, commercial seasons, and coordination with internal teams and retailers.
- Collaborated with retailers on PDP, homepage, web format, and commercial communication optimization to strengthen visibility, shopping experience, and conversion.

Ecommerce Developer / Web Acquisition Specialist | Farmalisto Mexico | Oct 2020 - Nov 2021

- Designed, implemented, and optimized web experiments focused on improving conversion in digital acquisition channels, combining data analysis, UX, and technical execution.
- Developed Shopify adjustments and optimizations using Liquid, HTML, CSS, and JavaScript to improve key pages, conversion journeys, and paid traffic efficiency.
- Executed A/B tests and experience improvements focused on maximizing commercial actions such as purchases, registrations, and lead generation.
- Led multichannel acquisition initiatives with monthly budgets above MXN \$1M, connecting Paid Media, SEO, and CRO to improve business results.
- Contributed to a +22% increase in conversion through campaign optimization, web experience improvements, and digital channels.

SEM Strategist / Brand Manager | Estrasol / Grupo Megamex | Jan 2017 - Oct 2020

- Managed digital campaigns focused on performance, positioning, and brand growth.
- Developed SEM, paid media, and digital communication strategies for acquisition, visibility, and demand generation.

FEATURED PROJECTS

Bloqio Builder - SaaS Web Builder: SaaS for creating digital storefronts through templates, editable sections, responsive preview, visual editing, and publishing flow. Applied stack: React, TypeScript, Vite, Zustand, GitHub, and Railway. I participated in product definition, functional architecture, UI, editing logic, authentication, plan structure, and core components.

Hermes - Shopify Sticky Add to Cart App: Shopify app focused on mobile-first conversion, with sticky CTA, variant synchronization, quantity control, sold-out states, real product content, and contextual activation by viewport.

Prometeo - Shopify TopBar CRO App: Shopify app focused on commercial communication, promotional bars, CTAs, urgency messages, and visual components designed to optimize conversion in storefronts.

PROFESSIONAL LINKS

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EDUCATION AND CERTIFICATIONS

- Bachelor's Degree in Marketing | Universidad de Guadalajara | 2013 - 2018
- High School Diploma specialized in IT COBAEJ | 2009 - 2012
- Certifications: Search Engine Advertising, Google Analytics, and Tag Manager | Google Academy | 2025
- Ethical Business Practices and Product-Price Strategy Development | HP Education Services | 2023
- Prompting fundamentals | EBAC 2026

LANGUAGES

- Spanish: Native | English: B1