

SYED MUHAMMAD SULTAN

MERN Stack Developer | Shopify Specialist | Meta Ads Specialist | AI Content Architect

Islamabad, Pakistan | ✉ sultanshah835@protonmail.com | [_syedmuhammadsultan.dev](https://syedmuhammadsultan.dev)

github.com/sultanshah76 | [LinkedIn](#) | +92 316 7180162

PROFESSIONAL PROFILE

I am a MERN Stack Developer and Shopify Specialist who builds complete brand ecosystems from the ground up. I specialize in merging engineering precision with creative vision — replacing traditional high-cost operations with AI-powered content pipelines, automated customer support systems, and performance marketing. I have a proven track record of shipping custom storefronts, internal operations platforms, studio-quality AI visuals, and high-converting video ads for multiple DTC brands.

TECHNICAL & AI STACK

- **Development:** MERN Stack (MongoDB, Express.js, React, Node.js) · Next.js · TypeScript · Python (FastAPI) · PostgreSQL · Supabase · Shopify Liquid · Tailwind CSS · MySQL · Shadcn UI · Vercel · Git
- **AI Media Production:** Veo, Nano Banana 2, Flux Pro (image & studio photography) · Seedance, Kling, Wan (video ad generation) · Prompt Engineering
- **Marketing & Automation:** Meta Ads Manager (campaign strategy, audience segmentation, A/B testing, budget optimization), WhatsApp Business API, Comment-to-DM Automation, Abandoned Cart Flows, Creative Direction, Ad Copywriting, Performance Reporting
- **Operations & Reporting:** Shopify Admin, Courier COD Reconciliation, Financial Reporting, Multi-brand Ops Management

WORK EXPERIENCE & PROJECTS

Multiple DTC Brands (incl. Nomad Apparel) | 2025 – Present

Digital Operations Manager · Shopify Developer · MERN Stack Developer

- **Shopify Development & Optimization:** Managed end-to-end Shopify store operations across multiple DTC brands handling 500+ monthly orders per brand — built custom theme features including inline size swatches to surface all variants upfront and increase AOV, and quick add-to-cart directly on collection cards to eliminate the native modal and accelerate the browse-to-buy journey

Project: Shopify Custom Theme — Liquid · JavaScript · CSS

- **Operations Infrastructure:** Architected and deployed multi-brand internal operations backends using Next.js 16, TypeScript, Supabase, and Vercel — 7 live modules: Product Costing, Expense Tracker, Marketing Costs, Brand P&L, Supplier Register, Team & HR, and PR Tracker (e.g. Nomad Backend System)

Project: Multi-Brand Ops Backend — Next.js 16 · TypeScript · Supabase · Vercel · PostgreSQL

- **AI Media Transformation:** Replaced traditional brand photoshoots with a full AI-generated media production pipeline — realistic studio-quality product imagery, lifestyle visuals, and model photography produced using Veo, Nano Banana 2, and Flux Pro at a fraction of traditional production cost and turnaround time

Project: AI Brand Media Pipeline — Veo · Nano Banana 2 · Flux Pro

- **AI Video Ad Production:** Directed and produced high-converting video ads for Meta campaigns using Seedance, Kling, and Wan — product showcases, lifestyle reels, and UGC-style video content created entirely without physical shoots

Project: Video Ad Pipeline — Seedance · Kling · Wan

- **PR Video & Creative Direction:** Developed end-to-end PR video strategy and ad creative direction — scripting video concepts, defining visual hooks, writing ad copy, and briefing AI generation prompts to produce platform-native creatives for Instagram Reels and Facebook feed

Project: PR Creative System — Meta Ads · AI Video Generation · Ad Copywriting

- **AI-Powered Support & Marketing Automation:** Converted fully manual brand customer support to an intelligent automated system — Instagram and Facebook comment-to-DM flows auto-respond to inquiries, qualify buyer intent, and escalate to human agents; WhatsApp handles abandoned cart recovery with a two-step discount sequence (10% at 30 min, 15% at 24 hrs), order status queries, and post-purchase follow-ups; resolved critical channel overlap conflicts between WhatsApp flows and Shopify email triggers

Project: AI Support System — WhatsApp Business API · Instagram DM Automation · Shopify

- **Performance Marketing:** Managed Meta Ads campaigns end-to-end across multiple brands — strategy, audience segmentation, creative briefing, budget allocation, A/B testing, and performance analysis
- **Courier & Logistics Management:** Oversaw multi-courier integrations across delivery companies — tracking shipment pipelines, managing non-delivery failures, reducing return ratios (~11% improvement initiative), and improving delivery SLA compliance through data-driven escalation processes
- **Financial Reconciliation Reporting:** Produced quarterly financial reconciliation reports aligning Shopify revenue data with courier COD disbursements — order-level matching, return deductions, untracked return identification, and net collected vs. expected cash flow gap analysis for executive decision-making

Project: Quarterly Reconciliation Reports — Excel · Shopify Data · Courier COD Data

Apex Story and Marketing | 2026 – Present (Remote)

Shopify Developer & Marketing Strategist

- Part of a specialist team delivering end-to-end Shopify store builds, Meta Ads management, and full AI brand media production for Pakistani DTC e-commerce brands
- Handling technical delivery: Shopify setup, Meta Business Manager configuration, Facebook/Instagram/WhatsApp integration, and AI content pipelines
- Building service packages, client onboarding SOPs, and operational delivery workflows

Surgicon Pvt Ltd (Surgical Instruments Export) | 2022 – 2023

Export Operations · International Marketing · MERN Stack Developer

- **MERN Stack Development:** Built and maintained internal web tools and dashboards using MongoDB, Express.js, React, and Node.js — supporting export operations, order tracking, and internal data management for the company's international trade workflows
- **International Meta Ads:** Ran Meta Ads campaigns targeting international buyers, distributors, and procurement officers for Surgicon's surgical instruments — managing ad strategy, B2B audience targeting, creative direction, and campaign performance analysis across global markets
- **Customer Support:** Handled international buyer communication and support — resolving order queries, managing complaints, coordinating delivery timelines, and maintaining long-term client relationships across global markets
- **Bank Documentation:** Processed export banking documentation including Letters of Credit (LC), export invoices, packing lists, and bill of lading — coordinating with banks for payment clearance and document verification
- **Customs & Export Documentation:** Prepared and submitted customs clearance documents including export declarations, certificates of origin, and regulatory compliance paperwork for international surgical instrument shipments
- **Logistics & Shipment Tracking:** Coordinated with freight forwarders and carriers to track international shipment pipelines, ensure on-time delivery compliance, and resolve customs or transit delays for global buyers

Freelance — Malaysian E-commerce Brand | Dec 2023 – Feb 2024

Backend Developer

- Developed a scalable production e-commerce backend using FastAPI and MySQL with secure transaction handling, optimised data models, and performance-tuned REST APIs
- Implemented best practices for code quality, error handling, and application performance for a live e-commerce platform

Project: E-commerce Backend — Python · FastAPI · MySQL

Freelance — Multiple Client Websites

Frontend Developer

- Designed and developed responsive websites and landing pages for multiple Pakistani businesses across industries — company profiles, service pages, and brand sites
- Delivered mobile-first, conversion-optimised UIs using HTML, CSS, and JavaScript; managed full project lifecycle from briefing through delivery

EDUCATION

- **Diploma in Web Development & AI Prompt Engineering:** University of Management and Technology
- Intermediate in Computer Sciences