

# BECHARA EL MAALOUF

CRO Specialist & Technical Optimizer | Shopify • A/B Testing • GA4 & Server-Side Tracking

[contact@becharaelmaalouf.dev](mailto:contact@becharaelmaalouf.dev) | +961 71 898 976 | Remote (GMT+2)

[linkedin.com/in/bechara-el-maalouf](https://linkedin.com/in/bechara-el-maalouf) | [github.com/TiredZone](https://github.com/TiredZone) | [becharaelmaalouf.dev](https://becharaelmaalouf.dev)

## SUMMARY

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CRO Specialist with full-stack technical depth — I architect and ship experiments, not just recommend them. 4+ years driving \$500K+ in attributable revenue for \$2M/mo DTC brands through Shopify optimization, A/B testing, server-side attribution, and conversion-focused engineering across Liquid, React/Node, and GA4/GTM.

## EXPERIENCE

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**BAD Marketing** — Alpharetta, GA (Remote) Sep 2022 – Present

**Advanced Systems & Operations Developer** Sep 2025 – Present

- Architect GA4/GTM tracking infrastructure and data contracts that power CRO experiments across client stores — ensuring reliable attribution for A/B tests and server-side events.
- **Generated MX\$361,556 from a single Klaviyo email** by implementing GA4 server-side tracking — the highest-performing campaign in brand history.
- Built Node.js/TypeScript ETL microservices replacing a 300-line monolith, enabling **5-day attribution, 50% faster deployments**, and 75% fewer production incidents.

**CRO Developer — Shopify & Conversion Optimization** Sep 2022 – Sep 2025

- **Generated \$500K+ in attributable CRO revenue** across 8+ DTC brands. Key wins: **32% revenue lift** (7-figure store), **167% CVR lift** (luxury brand), **77% homepage conversion lift**, **94% YoY revenue growth**.
- Increased Shopify Plus revenue **32% in 2 weeks** by optimizing Core Web Vitals and implementing custom Liquid sections for a \$1.4–2M/mo brand.
- Drove **\$233K quarterly revenue increase** by optimizing email/SMS flows, lifting email revenue share from 22.9% to 26.6%.

**CROEvolution** — Remote Oct 2025 – Present

**CRO & Funnel Developer**

- Build high-converting funnels, advertorials, and listicles for 7–9 figure DTC brands — focused on lowering customer acquisition costs.
- Develop custom landing pages and quiz funnels optimized for paid traffic; collaborate on CRO strategy and copywriting across supplement, health, and consumer electronics verticals.

**Kalyxi** — Remote May 2025 – Present

**AI & Automation Engineer (Part-time)**

- Built lead pipeline processing **50K+ monthly leads** via ZeroBounce/SmartLead integration, reducing manual work **85%**.

**Sunday Golf** — San Diego, CA (Remote) Nov 2024 – Feb 2025

**Shopify Developer**

- Led Dawn 2.0 theme migration with bundle builder, mega menu, and Checkout Extensibility apps — increasing **AOV by 18%** while maintaining sub-2.5s load times.

## SKILLS

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**CRO & Analytics:** A/B Testing, Hypothesis Design, Conversion Rate Optimization, GA4, GTM, Microsoft Clarity, Server-Side Tracking, Attribution Modeling, Klaviyo Flows

**Shopify:** Liquid, Dawn Theme, Checkout Extensibility, Shopify Functions, Metafields, App Embeds, Page Speed Optimization

**Development:** TypeScript, JavaScript, React, Next.js, Node.js, .NET Core, C#, REST/GraphQL APIs, SQL, HTML/CSS

**Automation & Data:** n8n, ETL Pipelines, RabbitMQ, Redis, MongoDB, MS SQL, Docker, GitHub Actions, CI/CD

## EDUCATION & LANGUAGES

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**NDU** — Notre Dame University, Louaize • B.S. Computer Science

2019 – 2025

**Languages:** English & French (Fluent) • Arabic (Native) • Spanish (Conversational)