

Shijil Kumar

E-commerce Growth Engineer — Shopify/DTC Builds, Paid Acquisition, CRO & Retention

Koyilandy, Kerala, India (Remote) | shijil619@gmail.com | 094967 94801 | work.shijilkumar.com
linkedin.com/in/shijilkumar | github.com/shijil-kumar

Summary

I build and run revenue systems for Shopify/DTC brands — high-converting store builds, paid acquisition (Meta/Google), CRO, and Klaviyo retention — and the AI/automation tooling behind them. Generated \$200K+ in DTC revenue, drove ₹8.5 lakh in 3 weeks on a cold launch, and shipped 7 production SaaS products. A Computer Science engineer who ships fast by operating through modern AI harnesses while owning every architecture and trade-off decision.

Experience

Managing Member (US E-commerce Holding), Veltis Labs LLC – Remote (US market) Feb 2026 – present

- Operate a US-based e-commerce holding entity — cross-border D2C operations, international supply-chain logistics, and a portfolio of digital storefronts for the North American market.
- Built Voza Wellness, an investor-backed (~₹30 lakh / ~\$36K from 3 investors) US DTC brand — a high-converting Shopify store (hero/landing templates, CRO-optimized product pages), full transactional + marketing email backend, and Meta Ads acquisition with influencer seeding.

Founder & E-commerce Systems Architect, Digital Shijil LLC – Remote Oct 2022 – present

- Architect and scale 11+ Shopify and WooCommerce stores end-to-end; client builds include Katta Kompany (collectibles — Razorpay + COD; diagnosed and fixed a checkout bug that was silently killing conversions) and House of Tian (imitation-gold jewelry).
- Produced 551 conversion-focused, editorial-style website builds for client pitching and portfolio (Digital Shijil Studio).
- Drove ₹8.5 lakh in revenue in 3 weeks on ₹30K–50K of Meta ad spend on a cold COD launch through paid acquisition, offer design, and funnel optimization.
- Run DTC paid media (Meta/Google), CRO, Klaviyo/FluentCRM retention, custom inventory-sync backends, and n8n/AI automation across 15+ domains.

Co-Founder & Managing Director, CyberRig Pvt Ltd – Kozhikode, India Jan 2022 – present

- Generated ~₹60 lakh in graphics-card and computer-hardware sales; built standard operating procedures and integrated business systems across sales and operations teams.

Founder & E-commerce Operator, Independent E-commerce – India Aug 2016 – present

- Built and scaled GymBeastMode (Shopify fitness DTC) to ~\$200,000 in lifetime revenue via Meta Ads and China dropshipping.
- Built and monetized 10,000+ user email databases through lifecycle marketing and high-ROAS Meta ad campaigns across multiple storefronts.

Projects

Gavello — real-time auction platform

Next.js — live in production

- Built and operate a real-time auction platform (timed lots, bid flow, mobile-first catalogue); first deployment runs in production for my own collectibles store at auctions.kattakompany.com.

SaaS portfolio (7 products)

Next.js / Supabase / Stripe / Claude API

- Shipped 7 production apps — e-commerce profit analytics, AI ad creation, AI copywriting, influencer-campaign management, product discovery, video content, and a helpdesk SaaS — including a client build (Kiora) and internal tools that simplify e-commerce-operator workflows.

AI & automation systems

Python / MCP / n8n

- Built an AI image-classification tagging pipeline (VGG16/CLIP) for niche stores, a programmatic distribution engine deploying content across 70+ channels, custom MCP servers/n8n workflows across 15+ domains, and a self-hosted AI assistant (OpenClaw) running local LLMs.

Skills

E-commerce & CRO: Shopify, WooCommerce, conversion-rate optimization, high-converting PDP/landing builds, CJ Dropshipping, Razorpay, Shiprocket

Paid Acquisition: Meta Ads, Google Ads, performance marketing, influencer/UGC seeding, funnel & offer design, Pixel/CAPI, GA4

Lifecycle & Retention: Klaviyo, FluentCRM, email flows, cart-abandonment, segmentation, revenue-share retention

Automation & AI: n8n, Make, MCP servers, Claude/OpenAI APIs, AI agents, web scraping, Python

Engineering: Next.js, React, Node.js, Python, Supabase, WordPress/PHP, Cloudflare, REST/GraphQL

Languages: English (professional), Malayalam (native), Hindi (conversational), French (basic)

Certifications

- Google Ads Search Certified — Google

Education

Mangalore Institute of Technology and Engineering (MITE), B.E. in Computer Science Sept 2012 – June 2016
Engineering