ROBERT SHARPLES

SHOPIFY / ECOMMERCE OPERATIONS / SUBSCRIPTIONS

CONTACT

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Totnes, Devon, UK

RELEVANT EXPERIENCE

5+ years working with Shopify Plus across ecommerce builds, store management, integrations and operational improvements.

6 years developing and running a multi-roaster ecommerce business, including subscriptions, dropshipping, fulfilment and custom digital systems.

Freelance experience configuring and migrating stores to Recharge, working with Shopify subscriptions API, and building custom apps and user journeys.

CORE STRENGTHS

Ecommerce operations

Shopify & Shopify Plus

Subscriptions & Recharge

Dropshipping & fulfilment

Product catalogues & inventory

Integrations & custom apps

UX, user journeys & split testing

Technical troubleshooting

WORKING STYLE

Practical, dependable and comfortable getting stuck in. Used to working across different parts of a small business, solving problems and supporting a team.

EDUCATION

BA Philosophy (2:1)

Heythrop College, University of London
2009–2012

Aeronautical Engineering

Foundation year, Loughborough University
2007–2008

PROFILE

Coffee business founder and operator with eight years running a London speciality coffee shop and six years developing and running a multi-roaster ecommerce business. Experienced in day-to-day café operations, customer service, purchasing, stock, wholesale and fulfilment, with substantial technical skills in Shopify and business systems.

COFFEE INDUSTRY EXPERIENCE

Founder & Company Director

Hourglass Coffee | Stoke Newington, London — 2018–2026

- Founded and ran a speciality coffee shop, overseeing service, daily operations, staff workflows and customer experience.
- Managed purchasing, stock, margins, retail systems and supplier relationships, with a hands-on approach to busy café operations.
- Introduced Shopify and Shopify POS to support retail, reporting and operational processes.

Founder & Technical Director

Brewed Online | brewed.online — 2020–2026

- Developed and ran a speciality coffee ecommerce business featuring more than 30 independent UK coffee roasters.
- Managed coffee selection, product information, merchandising, customer experience and ongoing store operations.
- Built a bespoke Shopify storefront and membership and coffee-discovery features.

ADDITIONAL PROFESSIONAL EXPERIENCE

Freelance Shopify Solutions Architect

Independent | Devon — 2025–Present

- Support independent brands and coffee businesses with Shopify website management, ecommerce systems and operational improvements.
- Configure Recharge for UK roasteries and migrate stores onto the platform, with extensive experience across Shopify subscriptions and the subscriptions API.
- Designed and built a UK coffee dropshipping service from scratch in 2019 using Shopify and Order Desk, later migrating the operation to custom-built apps in 2026.
- Build and troubleshoot storefronts, integrations and wholesale / B2B processes, including product catalogues, backend inventory and customer-facing improvements.

SELECTED TECHNICAL PROJECTS

Common Coffee

Independent speciality coffee brand — 2025–Present

- Developed a Shopify-connected storefront and supported digital commerce, product information and online purchasing.

Brewed Online

Multi-roaster ecommerce business | brewed.online — 2020–2026

- Created a custom coffee-shopping experience, including subscription / membership features and flavour-led coffee discovery.