



PANN SREYOUN

Full-Stack Developer — E-commerce & Systems Integration

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SUMMARY

Full-stack developer specializing in Laravel/PostgreSQL back ends, Vue/Nuxt and Next.js/React front ends, and system-to-system integration — connecting Shopify storefronts to custom ERPs, Xero accounting, HubSpot, payment gateways and shipping carriers via REST, GraphQL, OData and webhooks. Currently shipping AI-assisted, human-in-the-loop CRM features at SyncMusic.Rocks, after delivering end-to-end e-commerce platforms for Hong Kong enterprise clients (Bakehouse, Waves Pacific).

EXPERIENCE

Full Stack Engineer — SyncMusic.Rocks (Black Durian group)

Jan 2026 – Present · 7 mos

Internal move within the Black Durian group (same ownership) — current full-time role.

- Own the AI feature layer of a metadata-driven music-licensing CRM (Laravel back end, Vue SPA): 40+ features across 12 families — natural-language CRM queries, scored contact/opportunity prioritization, brief parsing, AI-drafted communications, meeting-summary-to-CRM updates, catalog insights, and data enrichment — all opt-in, sourced and human-approved by design.
- Shipped the data-enrichment family: an agentic LLM loop (function-calling plus live web search) proposing sourced, confidence-graded contact/account updates in single, bulk and in-chat modes, with a progressive review panel, whole-CRM reconciliation, duplicate detection and one-click draft-record creation.
- Architected the AI infrastructure: provider-independent LLM integration, dedicated AI entities (result store, chat history, audit trail, job queue) on an async side-server — base CRM schema untouched — with a day-one proposal/verdict feedback loop and production hardening (cost controls, per-user limits, SSRF-guarded fetching).

Full-Stack Developer · Shopify Consultant — Black Durian Co., Ltd

Apr 2025 – Present · 1 yr 4 mos

Delivery contracts completed Jan 2026; ongoing maintenance, bug fixes and feature support for client platforms alongside the SyncMusic role.

- Co-built RISE, an in-house ERP (Laravel + Vue.js, PostgreSQL) for Hong Kong clients, owning inventory/stock, orders and invoicing, and customer/CRM modules end to end.
- Architected two-way Shopify-to-ERP sync (products, customers, sales orders, invoices, receipts flowing in both directions) via webhooks and an OData async-job API; integrated Xero, payment gateways and shipping carriers.
- Built custom Liquid themes (OTP login, B2B-vs-personal segmentation), Admin App UI Extensions, and metaobject/metafield architectures for credit terms, legal-entity mapping and production-capacity rules.
- Designed a metaobject-driven daily-quota anti-oversell engine: per-SKU daily caps synced from the ERP block over-limit orders in real time on the storefront.
- Primary technical contact for merchants — demos, requirements gathering, third-party app integration (Zapier, Stripe, Simple Bundle, Report Pundit).

Salesforce Developer — Gaeasys Co., Ltd (Triggdigital)

Feb 2025 – Mar 2025 · 2 mos

- Built an automated document-generation pipeline (Apex, Lightning Components, Documill Dynamo) merging Salesforce and ADvendio campaign data into client-ready PowerPoint/Excel — record-type branching, budget aggregation, currency formatting.

Frontend Developer — Gaeasys Co., Ltd

May 2024 – Feb 2025 · 10 mos

- Built responsive Next.js/TypeScript applications across e-commerce and media verticals — dynamic routing, optimized data fetching, next-intl multilingual localization.
- Worked full-stack where needed: built and maintained Laravel Backpack admin panels/CMS back-offices with role-based access control (Troke eLibrary, B2E store).

Full-Stack Developer (Internship) — Chhoun Yerng — lottery platform operator

Jan 2024 – May 2024 · 5 mos

- Developed and maintained a lottery website and web app with Vue.js/Nuxt.js; collaborated with a 3-person design team on features, debugging and reliability.

TECHNICAL SKILLS

Back end: PHP/Laravel, PostgreSQL, MySQL, REST API design, webhooks, OData, queue-based async jobs, PHPUnit

Front end: Vue.js/Nuxt.js, Next.js/React, TypeScript, Tailwind CSS, Jest, responsive and cross-browser UI

Integration & e-commerce: Shopify (Liquid themes, Admin and Storefront GraphQL, App UI Extensions, metaobjects/metafields, Draft Orders and Orders API), Xero, HubSpot, Stripe, ERP two-way sync; AI/LLM integration (agentic function-calling, tool use, Claude Code); Shopify Functions and Checkout UI Extensions (self-study)

Platforms & ops: Salesforce (Apex, LWC, Flow), Git, Jira, Nginx, Ubuntu/Linux VPS · **Languages:** English (professional), Khmer (native)

SELECTED PROJECTS

Bakehouse Occasions — Shopify + RISE ERP + Xero (2025) · occasions.bakehouse.hk

Custom storefront and two-way sync: Shopify orders land in RISE as linked sales order and sales invoice, invoices push to Xero daily; RISE pushes catalog, pricing and per-day availability (daily-quota system) back to Shopify.

Waves Pacific Wholesale — Shopify B2B + M18 ERP + HubSpot (2026) · wholesale.wavespacific.com

B2B wholesale portal: HubSpot gates business-customer approval before pricing unlocks; two-way customer/order sync with the M18 cloud ERP.

Troke eLibrary — Ministry of Land Management, Cambodia (2024) — public digital archive: Next.js front end, Laravel Backpack admin, role-based access to restricted records.

EDUCATION

International Diploma in Software Development — IT STEP Academy Institute

Jan 2022 – Apr 2025

2.5-year certified program: OOP (C++, C#/ .NET, Java), web development, databases (SQL Server, Oracle), mobile and game development, software project management.