

ASADJON RUSTAMOV

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PROFESSIONAL SUMMARY

I build systems that let small teams stop drowning in admin. While others optimize engagement, I'm tracking which creators drive actual revenue, not just likes. Currently building Airtable infrastructure and Make automations for a global volunteer network. Previously founded and ran a 100+ member international student organization, built a creator management pipeline for a DTC brand, and run an e-commerce business from scratch where I write SQL queries daily. I translate operational problems into working systems -- databases, automations, dashboards, documented processes -- and I own the outcome, not just the task.

CORE STRENGTHS

Operations & Systems Building

Built the full operational infrastructure for a 100+ member student organization from zero: member database, event pipelines, budget tracking, registration workflows, and stakeholder reporting -- all in Airtable. Built a creator management pipeline for a DTC brand with three linked tables, 50+ creator evaluations, automated follow-ups, Kanban tracking, and weekly stakeholder reports.

Data-Driven Decision Making

Diagnosed a 68% cart abandonment rate by querying session logs in SQL. Designed and ran a three-variant A/B test on delivery pricing. Threshold variant won: abandonment dropped to 41%, AOV up 32%. Write SQL daily across inventory, order accuracy, and customer behavior. Built Excel dashboards for budget-to-actual tracking across revenue, CAC, and repeat purchase rates.

UGC & Creator Coordination

Managed creator outreach and pipeline for Robust Goods/Concept Global. Built differentiated outreach by creator type, tracked every creator from discovery through agreement or archive, and ensured payments and usage rights were logged per project. Real experience coordinating content timelines, submissions, approvals, and asset organization.

Stakeholder Management Across Audiences

Coordinate with university administration, external business partners, Korean-only speakers, and international students simultaneously -- each requiring a different communication register. Write formal proposals for administration, casual updates for students, professional pitches for partners. Comfortable being the person who figures things out when there is no manual.

Full-Stack Experimentation

Built referral and invitation logic within a Laravel framework: unique token generation, attribution tracking, and automated incentive triggers. Implemented feature flagging for controlled experiment rollouts. Can take an experiment from hypothesis to live test to documented learning.

TECHNICAL SKILLS

Data & Analytics

SQL (advanced -- complex queries, multi-table joins, aggregations, subqueries), MySQL, Excel (pivot tables, VLOOKUP, conditional logic, budget-to-actual modeling), Plausible Analytics, Amplitude, Google Analytics, Meta Analytics, A/B testing frameworks, RFM analysis, user journey mapping, cohort analysis

Development

PHP, Laravel/Eloquent ORM, database design and optimization, admin dashboard development, API integration, feature flagging for controlled experiment rollouts, Git

Automation & Operations Tools

Airtable (certified -- Builder certificate), n8n, Make, Notion, ClickUp, Google Workspace, Slack, Canva

Growth & Marketing

Experimentation design, consumer behavior analysis, referral mechanics, creator/affiliate pipeline management, social media marketing, word-of-mouth activation

Languages

English (Fluent), Korean (Conversational), Uzbek (Native)

CERTIFICATIONS

Airtable Builder Certificate -- Airtable | Valid April 2026 to May 2028

HubSpot Marketing Hub Software Certificate -- HubSpot Academy | Valid May 2026 to June 2027

EDUCATION

Bachelor of Tourism Management

Youngsan University, South Korea | 2022 - 2026 (Expected Graduation)

Relevant coursework: Consumer Behavior in Tourism Industries, E-business Strategy (viral growth mechanisms, referral systems, gamification), Tourism Bigdata Project (RFM analysis, user journey mapping, consumer behavior modeling), Bigdata Yield Management System, Commercial Area Analysis Practice, Tourism Service Marketing, Privacy and Data Law, Property Management System. Academic projects included segmenting customers by engagement patterns, cleaning messy data, and presenting findings to non-technical audiences.

STEM

World Economy and Diplomacy Academic Lyceum, Uzbekistan | 2019 - 2021

Extracurricular: Access Program -- database fundamentals, Microsoft Access, data management and forms.

PROFESSIONAL EXPERIENCE

Airtable Systems Design & Automation | One Global People (OGP)

April 2026 - Present (Freelance Contract)

Designed and built the full Airtable and automation infrastructure for a global volunteer network connecting people by language, skills, and contribution area.

- Designed a five-table Airtable base (People, Engagement, Content Access, Languages, Contributions) with linked records, formula key fields for upsert matching, and an AI-generated skills summary field in Contributions
- Built a 23-module Make scenario integrating WordPress (Contact Form 7) with Airtable: instant webhook trigger, upsert logic across all five tables, and a 7-language parallel router that creates or updates exactly the right language records per submission -- zero duplicate records
- Implemented API key authentication, idempotent search-then-upsert pattern per table, preserved original signup and grant dates on returning user submissions
- Solved Airtable formula limitations (linked field comparison failure in formula context) by building a Key formula field (Person name + Language) as the reliable search anchor
- Delivered full schema documentation (field IDs, table relationships, entity diagram) and Make scenario logic reference to the client team, including phase 1B scaling instructions for adding new languages

UGC & Creator Management | Concept Global / Robust Goods

February 2026 (Freelance Contract)

Built and operated a creator management pipeline in Airtable for a DTC brand running UGC-driven marketing.

- Three linked tables: Creator Pipeline, Active Projects tracker, Content Library -- every creator links to their projects, every project links to the content it produces
- Tracked 50+ creator evaluations from first discovery through to Agreed, Declined, or Archived -- each record carrying platform, content style, engagement quality, estimated rate, and detailed notes
- Automated follow-up date calculations from last contact; filtered "Follow-up Needed" view surfaced anyone inactive for five days
- Active Projects tracked as Kanban by status (Brief Sent through to Published); "Overdue" view flagged any draft past due date with no status movement
- Payments and usage rights tracked per project; usage rights expiry field in Content Library gave advance warning before ad rights lapsed
- Delivered weekly stakeholder summary covering what shipped, what was in progress, what was overdue, and what was coming next

English Teacher | English Language Academy, South Korea

January 2025 - April 2026

Teach English to Korean children aged 6-12. Build curriculum, deliver lessons focused on speaking development, track individual student progress, and produce regular reports on language outcomes.

- Adapt communication style across audiences: playful and engaging for students, professional and detailed for parents, collaborative with colleagues
- Coordinate with parents about language development, often across language barriers
- Manage curriculum planning, material preparation, and lesson scheduling while meeting report deadlines

English Teacher | International Kindergarten, South Korea

January 2024 - December 2024

Taught English to young children at an international kindergarten. Managed lesson planning, classroom operations, and parent communication across language barriers.

E-commerce Business Operations | Self-Employed (Sheen Cosmetics)

March 2024 - Present

Built and run a Korean skincare e-commerce business. Full-stack platform built from scratch in Laravel/Eloquent. Responsible for all operational aspects from supplier coordination to analytics infrastructure.

Analytics Infrastructure:

- Designed and implemented custom analytics dashboard within admin panel to track user behavior, conversion funnels, and product performance
- Migrated from Google Analytics and Meta Analytics to self-hosted Plausible Analytics for enhanced privacy and granular control
- Currently mastering Amplitude for advanced behavioral analysis and experimentation tracking

Growth Experimentation:

- Diagnosed 68% cart abandonment rate by querying session logs in SQL; identified shipping costs as primary friction point via exit data
- Designed and executed three-variant A/B test on delivery pricing: Control (paid delivery), Variant A (free delivery, prices adjusted up), Variant B (free delivery threshold at \$50+)
- Variant B won: customers added items to hit the threshold rather than pay shipping. AOV increased 32%, abandonment dropped to 41%
- Rolled out threshold approach and iterated messaging to surface "only \$X away from free delivery" at cart stage

Technical Implementation:

- Built scalable database schema optimized for behavioral tracking and cohort analysis
- Developed custom SQL queries for real-time performance monitoring and user segmentation
- Implemented feature flagging system for controlled experiment rollouts
- Built referral and invitation logic within Laravel: unique token generation, attribution tracking, and automated incentive triggers

Operations:

- Write SQL queries daily to analyze order patterns, inventory movements, and customer behavior
 - Built Excel dashboards tracking revenue, customer acquisition costs, repeat purchase rates, and budget vs actual spending
 - Coordinate international suppliers and logistics partners across time zones
 - Reconcile transactions against bank deposits daily; flag discrepancies before they compound
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LEADERSHIP & COMMUNITY BUILDING

Founder & Leader | Young Glocal Club

Youngsan University | 2023 - December 2025

Started and run a student organization connecting 100+ international students with local Korean students through cultural exchange events and speaker series.

Community Growth:

- Grew membership from initial cohort of 5 to 20-100 active participants through word-of-mouth strategies
- Maintained 70%+ attendance rate through consistent communication and relevant programming

Systems & Tools:

- Built and maintain Airtable base with member database, event planning pipelines, budget tracking, and registration workflows
- Created custom views for different stakeholder needs (admin overview, event coordinators, finance tracking)
- Designed systems that let the club function without my direct involvement
- Use Notion for documentation, meeting notes, and knowledge base

Stakeholder & Partner Management:

- Built relationships with university administration, student groups, and external speakers
- Coordinate across language barriers (Korean officials, international members, English-speaking partners)
- Manage competing priorities when different groups want different things

Event Operations:

- Coordinated 20+ events ranging from 15-person workshops to 100-person cultural celebrations
 - Built event coordination framework covering venue booking, promotional workflows, and post-event follow-up
 - Designed feedback collection system to gather member input and iterate programming
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ACADEMIC PROJECTS

E-commerce Platform | Personal Project

Laravel/PHP/MySQL Web Application | 2024

- Built a full-stack e-commerce platform from scratch in PHP/Laravel with product management, order processing, user authentication, and an admin dashboard
- Designed a custom analytics dashboard tracking conversion funnels, product performance, and user behavior; migrated to self-hosted Plausible Analytics for greater data control
- Built a MySQL schema optimized for behavioral tracking and cohort analysis; write SQL daily across inventory, orders, and customer segments
- Implemented feature flagging for controlled experiment rollouts and built referral logic with unique token generation and attribution tracking in Laravel
- Integrated payment and logistics APIs; reconciled transactions against bank deposits daily to catch discrepancies before they compounded

Consumer Behavior Analysis | Tourism Bigdata Project

Yongsan University | 2023 - 2024

- Conducted RFM analysis to segment customers and identify high-value user cohorts
- Mapped user journeys to identify friction points and opportunities for intervention
- Analyzed complex, habitual, and variety-seeking purchase behaviors using limited datasets
- Developed approaches to extract insights from constrained data environments
- Translated behavioral data into actionable recommendations for non-technical audiences

Movie Streaming Platform | Personal Project

PHP/MySQL Web Application | 2021

Built full-stack streaming website with user authentication, content management, and viewing analytics. Designed database architecture to support recommendation systems and user behavior tracking.

DATA-DRIVEN DECISION PROCESS (CASE STUDY)

Step 1 -- Observation: Cart abandonment rate at 68%. Exit surveys show shipping costs as primary friction point.

Step 2 -- Hypothesis: Free delivery will reduce abandonment, but need to test: absorb cost vs. set threshold to maintain margins.

Step 3 -- Experiment Design: A/B test with rollout function. Control: Paid delivery. Variant A: Free delivery (prices adjusted +\$5). Variant B: Free delivery threshold (\$50+).

Step 4 -- Data Collection: Tracked cart abandonment rate, average order value, conversion rate, profit margin per order.

Step 5 -- Analysis: Variant B outperformed. Customers added items to hit the threshold rather than pay shipping. AOV increased 32%, abandonment dropped to 41%.

Step 6 -- Insight: Price transparency + achievable goal = behavioral shift. Threshold creates urgency without hiding costs.

Step 7 -- Implementation: Rolled out free delivery threshold. Iterated messaging to highlight "only \$X away from free delivery."

90-DAY CREATOR ECOSYSTEM PLAN (SAMPLE FRAMEWORK)

Metrics tracked: Revenue per creator, creator CAC vs. paid ads CAC, conversion rate by content type, creator retention rate, customer repeat purchase rate from creator referrals.

Phase 1: Foundation (Month 1)

- Identify who is already talking about the brand organically

- Set up affiliate platform (Impact or Refersion)
- Build creator database in Airtable tracking performance and relationships
- Create templates: outreach emails, content briefs, agreements
- Goal: Infrastructure ready, first 50 creators identified

Phase 2: Start Small (Month 2)

- Launch with 10-15 micro-creators (1K-10K followers)
- Personalized outreach based on existing content
- 10-15% commission, 30-day cookies, early access perks
- Track what content actually converts vs. just gets likes
- Goal: Real content live, learning what works

Phase 3: Optimize & Scale (Month 3)

- Double down on creators who drive actual sales
- Build private creator community (Discord/Facebook)
- Fix onboarding friction based on data
- Document everything for next hire
- Goal: Systems proven, ready to scale to 50+ creators

TOOLS I LEARN FAST

Affiliate platforms: Impact, Refersion, ShareASale **Creator management:** Grin, AspireIQ
Scheduling: Later, Buffer **Automation:** n8n **Design:** Canva -- event graphics, carousels, presentation decks, creator brief templates, campaign assets

I taught myself SQL, built a website from scratch, and learned conversational Korean. Learning software is easy by comparison. I learn fast, test thoroughly, and document clearly.

TIMEZONE & AVAILABILITY

Based in: Busan, South Korea (relocating to Canada, July 2026) **Available:** Mon-Fri, core overlap available with EST, PST, and GMT depending on role Happy to jump on a call, demo a tool, or walk through a sample project.

ADDITIONAL INFORMATION

Interests: Cross-cultural community building, behavioral psychology in digital products, growth experimentation, international travel **References:** Available upon request