

Asadjon Rustamov

Operations Specialist: Airtable builds, Make automations, creator pipelines, financial tracking

asadjon.ops@gmail.com | [linkedin.com/in/asadjon](https://www.linkedin.com/in/asadjon) | +82 10-6778-8836 | Busan, South Korea (relocating to Vancouver, BC)

Authorized to work in Canada (open work permit) | Available US business hours

WORK SAMPLES

Case study: 50-creator UGC pipeline, full walkthrough

How I built the Airtable system: discovery to payment, usage rights, overdue flags, and weekly stakeholder reports. asadjon.my.canva.site/consultancy

Portfolio: e-commerce ops and systems work

Financial dashboards, delivery pricing A/B test (abandonment 68% to 41%, AOV +32%), vendor tracking, analytics. asadjon.headwayops.com

SUMMARY

I run e-commerce operations end to end: vendor coordination, creator payment tracking, financial reconciliation, and making sure nothing falls through the cracks. Built a Korean skincare DTC store from scratch (code, ops, analytics) and coordinated a 50+ creator pipeline for a DTC brand with full payment and usage rights tracking in Airtable. I own the outcome, not just the task: diagnose the problem, build the system, document it, and hand it off.

50+ creators tracked in one Airtable pipeline • cart abandonment cut **68% to 41%** • **+32%** AOV from pricing experiment

EXPERIENCE

Systems & Automation Consultant (Freelance)

Feb 2026 – Present

Self-employed, Remote. Airtable systems, Make automations, and creator operations for DTC and nonprofit clients

One Global People: Airtable Systems Designer / Automation Builder

Apr 2026 – Jun 2026

- Designed a **five-table Airtable base** (People, Engagement, Content Access, Languages, Contributions) for a global volunteer network, with linked records, formula key fields for upsert matching, and an AI-generated skills summary field
- 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, with zero duplicates
- Implemented API key authentication and an idempotent search-then-upsert pattern per table; preserved original signup and grant dates on returning user submissions
- Solved an Airtable formula limitation (linked field comparison fails 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 a Make scenario logic reference, including phase 1B scaling instructions for adding new languages

Concept Global / Robust Goods (DTC brand): UGC & Creator Operations

Feb 2026

- Built a creator pipeline across **three linked Airtable tables** (Creator Pipeline, Active Projects, 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; a filtered “Follow-up Needed” view surfaced anyone inactive for five days
- Ran Active Projects as a Kanban by status (Brief Sent through to Published); an “Overdue” view flagged any draft past due date with no status movement
- Tracked payments and usage rights per project; a usage rights expiry field in the Content Library gave advance warning before ad rights lapsed
- Delivered a weekly stakeholder summary covering what shipped, what was in progress, what was overdue, and what was coming next

Founder & Operator

Mar 2024 – Jun 2026

Sheen Cosmetics, Self-Founded Korean Skincare DTC Store

- **Vendor and logistics coordination:** managed supplier relationships, international shipping partners, and order fulfillment across time zones; tracked everything against plan in Excel
- **Financial tracking:** reconciled every transaction against bank deposits daily; built budget-to-actual dashboards in Excel covering inventory, shipping, and marketing spend
- Wrote SQL queries daily to check order accuracy, flag discrepancies, and surface problems before they compounded
- Spotted a cart abandonment spike, dug into session logs, and identified a broken shipping calculator for specific postal codes; fixed it before major revenue loss
- Ran an A/B test on delivery pricing: **abandonment dropped from 68% to 41%, AOV up 32%**; tested a free delivery threshold vs. a flat fee, tracked basket size changes, rolled out the winner
- Handled all customer communications (order issues, refunds, supplier disputes) and built an admin dashboard tracking conversion funnels, inventory movements, and order status

Founder & Operations Lead

Sep 2025 – Mar 2026

Young Glocal Club, Youngsan University, 100+ Member Student Organization

- Founded and grew a cross-cultural student organization **from zero to 100+ members in seven months**; scaled events from 15 to 100 attendees
- Built an Airtable base covering member database, event pipelines, budget tracking, and registration workflows; the system ran without me present
- Coordinated 20+ events (15–100 people): venue booking, scheduling, vendor coordination, and follow-up
- Managed stakeholders with different communication styles (formal reports for administration, casual updates for students, professional pitches for partners); tracked budget vs. actual for every event

English Teacher

Jan 2025 – Apr 2026

English Language Academy, South Korea

- Managed curriculum scheduling, parent communications, and student progress reporting, all on weekly deadlines

SKILLS

Operations: project management, project coordination, vendor coordination, creator onboarding and payments, invoice tracking, financial reconciliation, logistics, KPI reporting, process documentation and SOPs, process improvement, cross-functional coordination

Airtable & automation: Airtable (Certified Builder): linked records, Kanban, filtered views, automated fields, stakeholder reports; Make / Integromat and n8n: webhook triggers, multi-table upserts, parallel routing

Data analysis: SQL / MySQL (daily use: queries, joins, aggregations, discrepancy detection), Excel (pivot tables, VLOOKUP, budget tracking, dashboards), A/B testing, funnel and cohort analysis, Plausible Analytics, Amplitude, Google Analytics

E-commerce: Shopify, Stripe, WordPress, custom Laravel/PHP storefront

Development: PHP / Laravel, Git, Linux

Productivity: Notion, ClickUp, Google Workspace, Slack, HubSpot CRM (certified), Canva

Communication: async written updates, email on behalf of founders, stakeholder reporting

Languages: English (fluent), Korean (conversational), Uzbek (native)

CERTIFICATIONS

Airtable Builder Certificate, Airtable. Valid Apr 2026 to May 2028

HubSpot Marketing Hub Software Certificate, HubSpot Academy. Valid May 2026 to Jun 2027

EDUCATION

Bachelor of Tourism Management, Youngsan University, South Korea

Coursework: Consumer Behavior, E-business Strategy, Tourism Bigdata Project, Bigdata Yield Management System, Commercial Area Analysis, Service Marketing, Hotel Financial Management, Privacy & Data Law

STEM Fields, Academic Lyceum of University of World Economy and Diplomacy

Coursework: Algebra, Geometry, Calculus, English, Information Technology. Extracurricular: Microsoft Access (database fundamentals, data management, forms)