

# Asadjon Rustamov

Operations & systems — Airtable builds, Make automations, creator pipelines, financial tracking

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## WORK SAMPLES

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### 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.

[bit.ly/473pwN0](https://bit.ly/473pwN0)

### PORTFOLIO

#### E-commerce ops & systems work

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

[asadjon.headwayops.com](https://asadjon.headwayops.com)

## SUMMARY

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I run ecommerce 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 see a task and I do it. No hand-holding needed.

**50+**

Creators tracked in Airtable pipeline

**41%**

Cart abandonment after ops fix (from 68%)

**+32%**

AOV lift from delivery pricing experiment

## EXPERIENCE

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### Airtable Systems Design & Automation

Apr 2026 – Present

*One Global People (OGP) — Freelance Contract*

- 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 Operations

Feb 2026

*Concept Global / Robust Goods — DTC Brand*

- 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

## E-commerce Operations

Mar 2024 – Present

*Sheen Cosmetics — Self-Founded Korean Skincare DTC Store*

- **Vendor & 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 cart abandonment spike, dug into session logs, identified broken shipping calculator for specific postal codes — fixed before major revenue loss
- Ran A/B test on delivery pricing: **abandonment dropped from 68% to 41%, AOV up 32%** — tested free delivery threshold vs. flat fee, tracked basket size changes, rolled out winner
- Handled all customer communications: order issues, refunds, supplier disputes — wrote clearly, resolved fast
- Built admin dashboard tracking conversion funnels, inventory movements, and order status — visibility without asking anyone

## Founder & Operations Lead

2023 – Present

*Young Glocal Club — 100+ Member Student Organization*

- Built Airtable base covering member database, event pipelines, budget tracking, and registration workflows — system ran without me present
- Coordinated 20+ events (15–100 people): venue booking, scheduling, vendor coordination, follow-up — no dropped balls
- Managed competing stakeholders with different communication styles: formal reports for administration, casual updates for students, professional pitches for partners
- Tracked budget vs. actual for every event; adjusted plans when costs ran over

## English Teacher

Jan 2025 – Apr 2026

*English Language Academy, South Korea*

- Manage curriculum scheduling, parent communications, and student progress reporting — all on deadline, every week

## SKILLS

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<b>Operations</b>	Vendor coordination, creator payments, financial reconciliation, logistics
<b>Spreadsheets</b>	Excel (pivot tables, VLOOKUP, budget tracking, dashboards)
<b>Airtable</b>	Linked records, Kanban, filtered views, automated fields, stakeholder reports; Make (webhook triggers, multi-table upserts, parallel routing)
<b>Data</b>	SQL (daily use — queries, joins, aggregations, discrepancy detection)

**Communication** Slack, async written updates, email on behalf of founders  
**Ecom tools** Custom Laravel/PHP storefront, Plausible Analytics, Shopify-adjacent ops  
**Creator ops** Pipeline management, payment tracking, usage rights, brief workflows  
**Languages** English (fluent), Korean (conversational), Uzbek (native)

## CERTIFICATIONS

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**Airtable** **Builder Certificate** — Airtable | Valid Apr 2026 to May 2028  
**HubSpot** **Marketing Hub Software Certificate** — HubSpot Academy | Valid May 2026 to Jun 2027

## EDUCATION

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**Bachelor of Tourism Management — Youngsan University, South Korea** 2022 – 2026  
Coursework: Consumer Behavior, E-business Strategy, Tourism Bigdata Project, Yield Management Systems, Commercial Area Analysis, Service Marketing, Privacy & Data Law, Financial Law

**STEM Fields — Academic lyceum of University of World Economy and Diplomacy** 2019 – 2021  
Coursework: Algebra, Geometry, Calculus, English, Information Technology.  
Extracurricular: Microsoft Access — database fundamentals, data management, and forms.