

# Omer Muneer Qazi

## Conversion Optimization Specialist

Customer journeys · Analytics infrastructure · Storefront usability

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### Professional profile

Ecommerce and web practitioner connecting customer journeys with implementation and measurement. At Nello, worked across Shopify, Webflow, subscription operations, analytics, and Klaviyo. Own-site work includes contextual calls to action and WhatsApp click-event tracking. Brings the ability to implement interface changes and verify measurement alongside the customer experience.

### Relevant experience

#### Nello

Delivered digital operations across Shopify and Webflow, subscription management, analytics infrastructure, and Klaviyo email marketing. Connected storefront work with the systems used to manage subscriptions and communicate with customers.

#### Integriti

Led Shopify development for North American clients, including Shopify Plus solutions. Combined hands-on implementation with team leadership and SCRUM coordination, working across client requirements and technical delivery.

### Career history

#### Chief Technology Officer | EverestX US | Dec 2025 - Present

Technology infrastructure, system architecture, databases, APIs, and AI/ML integration.

#### Solutions Engineer & Developer | Nello (Drink Nello) | Oct 2023 - Dec 2025

Shopify and Webflow platforms, subscription management, analytics infrastructure, and Klaviyo email marketing.

#### Senior Shopify Developer | Integriti Inc. | Feb 2023 - Nov 2023

Shopify development for North American clients, Shopify Plus solutions, team leadership, and SCRUM delivery.

#### Solutions Architect | Nabidios | Oct 2013 - Feb 2023

WordPress, Shopify, and custom web solutions; business development and team management.

#### CTO & Marketing Lead | Rebrand BM | Sep 2018 - Sep 2020

Technical strategy for enterprise clients, including Honda Atlas Cars; nationwide kiosks and digital showrooms.

### Contact and languages

English · Urdu | [linkedin.com/in/omermuneer](https://www.linkedin.com/in/omermuneer) | [github.com/omermuneer](https://github.com/omermuneer)

<https://omermuneer.com/cv/conversion-optimization-specialist>