

Omer Muneer Qazi

Data Analyst

Analytics infrastructure · Event measurement · Operational visibility

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Professional profile

Analytics practitioner with experience building ecommerce measurement infrastructure at Nello and implementing search and conversion-event tracking on omermuneer.com. Combines business context with web development and integration skills. Focuses on how data is captured and interpreted so product and marketing activity can be assessed against the intended customer journey.

Relevant experience

Nello

Worked on analytics infrastructure alongside Shopify, Webflow, subscription management, and Klaviyo email marketing. Connected measurement implementation with the platforms supporting ecommerce and customer communication.

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Implemented WhatsApp click-event tracking and Search Console submission, and validated sitemap responses and canonical URLs. Kept technical validation distinct from search and enquiry performance measurement.

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://omermuneer.com/cv/data-analyst>