

Faizan Azhar

Implementation & Delivery Manager | SaaS and eCommerce

Lahore, Pakistan (Open to Remote) | +92 337 633 7797 | hello@faizanazhar.com | linkedin.com/in/faizan-azhar-odessys

PROFESSIONAL SUMMARY

Delivery manager with 9+ years running client implementations, platform migrations and ecommerce growth for SaaS and eCommerce companies. Piloted and rolled out a virtual cashier SaaS across 20+ North American restaurant locations, took over and finished a 50,000+ product Shopify migration after the original agency shut down, and grew that store's monthly traffic from under 500 to about 15,000. B.Sc. in Computer Science, and I build production software (Next.js, Node, Firebase, Cloudflare Workers), so I work directly with engineers.

PROFESSIONAL EXPERIENCE

Founder & Delivery Manager | Odessys | Sep 2016 to Present

Lahore, Pakistan (Remote). Agency delivering websites, SEO, marketing and automation for home service and eCommerce brands. 300+ client deliverables, including 150+ full engagements, all delivered through a freelancer network.

- Run delivery end to end: write the client brief, collect 2 to 3 freelancer quotes, select on portfolio and experience, then manage the work through to launch.
- Delivered a custom edtech platform (course catalog, job listings, applications) for a Turkish client on Next.js, Node and MongoDB in 4 to 5 months, with a 5-person contractor team (3 developers, 1 designer, 1 tester). Handed over to the client's in-house team; still live.
- Home services SEO client: about 13x return on fees over 10 months, measured by closed contract value from website form leads. Tracked through a shared lead sheet that the client's sales team updates when deals close.
- Dream Decor moved SEO, marketing, web development and maintenance, design, social media, automation, email and SMS, and video to Odessys on a monthly retainer (since Oct 2026).
- Build production software with AI-assisted development (Claude), including a personal operations platform on Firebase, Cloudflare Workers and OAuth2.

Project Manager, Platform & Operations (Consultant) | Dream Decor | Aug 2024 to Sep 2026

Massachusetts, United States (Remote). Furniture ecommerce retailer. Hired as consultant and project manager; built and led a team of up to 22 contractors.

- Took over the Shopify migration after the original US agency shut down and finished it: categorized and cleaned up 50,000+ products, built collections, and fixed the storefront UI, speed and search.
- Mobile PageSpeed score went from under 40 to the mid 70s in 2 months and to 85 within about 8 months (peak around 90), checked with a monthly before and after test.
- Monthly site traffic grew from under 500 to about 15,000 over 2 years (approximate) through SEO and performance campaigns. Revenue roughly doubled in the 6 months after the cleanup. Klaviyo list grew from about 13,000 to 18,000.
- Hired, trained and managed up to 22 contractors: Shopify product manager, web developer, SEO, designers, automation, performance marketing, video editors and marketing staff.
- Took over the marketing function when the sole marketer left: built marketing plans and content calendars and got approvals from the client.
- Fixed handoffs between the Pakistan team and the US client. A Trello request intake for development cut feature revisions from 3 to 4 rounds to 2 at most, and a Trello shoot pipeline kept product asset shoots on schedule.
- Sourced and integrated ecommerce financing partners (Affirm, Katapult, Afterpay). Cut checkout from 3 to 4 options to 2 to reduce customer confusion, then removed Katapult after tracking clicks and approval rates, leaving Affirm as the primary option.

Project Manager, Operations & Delivery | Percy (via CSA Technologies) | Nov 2021 to Sep 2023

Toronto, Canada (Remote). Virtual cashier SaaS for a North American restaurant chain: remote cashiers in Pakistan took orders on in-store tablets.

- Ran the 60-day pilot at the Canadian flagship store with corporate staff, using their live feedback to approve expansion.
- Onboarded 20+ stores over two years, with 12 to 15 live at once. New store setup (tablet, speaker, delivery apps, POS access) took 30 to 60 minutes, using Zoom walkthroughs when no one was on site.
- Trained and managed about 35 remote cashiers: training, retraining, scheduling, SOPs, and daily troubleshooting for store and tech issues.

- Built a standby pool of 3 cashiers for every 10 on shift to cover last-minute store requests and no-shows, which kept stores covered and increased the hours they bought.

Marketing Executive | Matra Asia (Pvt) Limited | Jan 2021 to Jul 2021

- Coordinated cross-team campaigns and reported quarterly progress to senior stakeholders.

CORE SKILLS

Delivery: Implementation and client onboarding, project planning and scoping, vendor and freelancer management, stakeholder management, process design and SOPs, scheduling and resource planning, risk and dependency management, budgeting, status reporting, Agile (standups, sprints, backlog)

Technical: Shopify, WordPress, Next.js, Node.js, MongoDB, Firebase, Cloudflare Workers, OAuth2, API integration, GitHub, Vercel, AI-assisted development

Growth and Marketing: SEO (Semrush, Ahrefs, Ubersuggest, Search Console), Google Analytics, Klaviyo, email and SMS, Meta, Google, Pinterest and Snapchat Ads, HubSpot and Zoho (working knowledge)

Automation and AI: n8n, Make, GoHighLevel, Claude, ChatGPT

Tools: Jira, Confluence, Trello, Monday.com, Asana, Notion, Loom, Slack, Microsoft Teams, Google Meet, Zoom, Figma, Google Workspace

EDUCATION

B.Sc. Computer Science, Forman Christian College & University, Lahore (2016 to 2021)

CERTIFICATIONS

- Project Management & Career Development Specialization, University of California, Irvine
- Initiating and Planning Projects, University of California, Irvine
- Managing Project Risks and Changes, University of California, Irvine
- Effective Problem-Solving and Decision-Making, University of California, Irvine
- The Art of Negotiation, University of California, Irvine
- High-Impact Business Writing, University of California, Irvine