

Omer Yilmaz

E-commerce & Digital Transformation Leader | Head of Technology | 7+ Years Building & Operating Online Businesses

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Summary

E-commerce leader with 7+ years founding, operating, and scaling online businesses across the GCC, Türkiye, US, and Africa. Founder of an e-commerce brand (Pazarly) and a Shopify Partner agency (OY Labs, 50+ projects, 12+ enterprise clients). Currently Head of Technology at Gainwell, owning digital platforms across multiple business units. Track record: 15–40% cost reductions through automation, near-perfect inventory accuracy across sales channels, and measurable revenue growth for client stores. Rare combination of P&L-level business ownership and deep technical execution (Shopify, Zoho One, AWS, n8n). Native Arabic, fluent English. Open to relocation across the GCC.

Experience

Head of Technology | Gainwell — Malaysia (Remote)

Jan 2026 – Present

- Direct all technology for a multi-brand portfolio of 5+ active projects (Minhaj, Morgan, Premiers, and others), spanning e-commerce platforms, LMS, and email infrastructure.
- Serve as the sole technical decision-maker: own vendor selection, budgeting, architecture, and delivery for every initiative from strategy through launch.
- Replaced recurring manual marketing, operations, and support processes with n8n automation pipelines, freeing team capacity for revenue work.
- Rebuilt and operate revenue-critical web platforms (Next.js, custom WordPress), improving uptime, page speed, and organic search visibility.

Founder & CEO | OY Labs — Shopify Partner Agency

Jul 2025 – Present

- Built a Shopify Partner agency serving 12+ enterprise clients across the US, MENA, and Africa; delivered 50+ e-commerce and systems projects.
- Launched SwatchBoost, a Shopify upsell app increasing average order value through multi-variant purchases — the only such app with native Arabic/RTL support.

Founder | Pazarly — E-commerce, Istanbul

Jul 2023 – 2026

- Founded and operated an e-commerce brand with full P&L ownership — sourcing, inventory, fulfillment, marketing, and finance on Zoho One (–30% manual workload, –15% operating costs).
- Cut inventory discrepancies 90% via real-time Shopify stock synchronization (AWS Lambda), directly improving fulfillment accuracy and customer satisfaction.

Web Developer (E-commerce) | MDX Growth Agency — UK (Remote)

Mar 2024 – Jul 2025

- Delivered 20+ client projects across the US, MENA, and Africa, including work for the Qatari Ministry of Foreign Affairs.
- Redesigned UX/UI and checkout flows for client stores, lifting engagement and sales performance.

Project Manager & System Administrator

Dec 2022 – Mar 2024

Kartonah Outlet — Istanbul, Türkiye

- Ran operations systems for an outlet retailer: integrated Zoho Books, Inventory, and Bigin, boosting efficiency 25%.
- Built real-time sales and inventory dashboards (Zoho Analytics) for data-driven buying decisions; trained and led a 5-member team.

Selected Results

- **Operational cost reduction:** 15–40% across three organizations through systems and automation.
- **Client growth:** +40% session duration and stronger conversion funnels delivered across 20+ international client stores.
- **Lead generation:** +10% for Baytak Group (Türkiye) via CRM and marketing integration; –35% admin workload.

- **Support efficiency:** reduced response times and –40% manual financial effort for Global Products Expo (USA) via unified CRM/Desk rollout.

Skills

E-commerce Operations: Store P&L management, inventory & fulfillment, multi-channel sales, pricing & promotions, CRO, SEO, marketplace management, customer support systems

Platforms: Shopify (Partner), WooCommerce/WordPress, Zoho One (CRM, Books, Inventory, Desk, Analytics), payment gateways (Stripe)

Leadership: Digital transformation strategy, team building & training, vendor management, budgeting, agency & client management

Technical Depth: n8n & AWS automation, API integrations, Next.js/React, custom app development — able to build what most managers can only specify

Education & Languages

Bachelor of Architecture — Near East University, North Cyprus (2019). GPA 3.41, A+ graduation project.

Languages: Arabic (native), English (fluent), Turkish (basic)

Nationality: Turkish — open to relocation (Qatar & GCC preferred)