

ABEER KHAKWANI

Creator Commerce · Affiliate Marketing · Marketplace & Product

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Software engineer turned marketplace operator and creator. I co-founded a resale marketplace and built its AI-powered listing pipeline, and I work the creator side of affiliate every day — ShopMy Ambassador tier, ~2% conversion, brand gifting partnerships. I understand what brands want, what creators actually experience, and how to build the systems in between.

SELECTED WORK

Co-founder & Technical Lead · The Phir Story

2022 – 2024

Shopify-based marketplace for preloved Pakistani designer fashion

- Built and iterated an AI-powered WhatsApp listing workflow that lets sellers describe items by voice note; AI extracts product information and prefills listing details without requiring an app download.
- Tested the agent with 10 real sellers and found only 2/10 completed the conversational flow; redesigned the experience to use AI for extraction while keeping workflow state and required fields deterministic. ~90% of listings now come through the pipeline.
- Built the backend and admin workflow for reviewing submissions, managing inventory state, and communicating with sellers and buyers.
- Worked directly with sellers and buyers on onboarding, issue resolution, and product feedback.

CREATOR & AFFILIATE

Content Creator · Fashion & Modest Style

2024 – Present

@abeerkhakhwani (Instagram) · @thehijabiedit (TikTok)

- Built an audience of 7,000+ across Instagram and TikTok generating 80,000+ monthly views, with 86% of reach coming from non-followers — discovery-driven rather than follower-dependent. Grew Instagram 62% in three months.
- Top-performing Instagram Reel reached 61,900 views (99% non-followers), driving 362 saves and 277 new follows; top TikTok reached 211,700 views with 8,700 saves.
- ShopMy Ambassador tier since 2024: 3,100+ clicks and 60 orders at ~2% conversion, monetizing content through affiliate linking.
- Have done gifted partnerships with a number of brands, and paid styling consultations through ShopMy.
- Develop and run recurring content formats (brand spotlights, styling series, seasonal edits) and use performance data to decide what to make more of.

EXPERIENCE

Back End Engineer · Poll Everywhere

Oct 2019 – Jul 2022

Interactive presentation SaaS · Remote

- Built and maintained backend systems for a high-traffic product serving thousands of enterprise users — APIs, data flows, platform integrations.
- Partnered directly with Product and Customer Success to scope and prioritize features, triage client-reported issues, and ship improvements affecting retention.

Web Developer · Treehouse

Mar 2018 – Jun 2019

EdTech platform

- Served as the technical bridge between customer-facing teams and engineering — translating reported issues into actionable fixes on tight feedback loops.
- Maintained and extended a Ruby on Rails application, shipping features alongside Customer Success and Product.
- Led migration from a legacy JavaScript framework to React; added RSpec and Capybara coverage.

Software Developer · Lumen Learning

Apr 2016 – Nov 2017

- Collaborated with the Product Manager to define use cases and design views — early exposure to discovery and requirements work with stakeholders.
- Full-stack across React, Rails, PHP, and SQL; security remediation across a large legacy codebase using Checkmarx.

SKILLS

Languages & Frameworks: Ruby on Rails, React, JavaScript, PHP, SQL, HTML/CSS
Platforms: Shopify, Supabase (incl. Edge Functions), REST APIs, Anthropic API, Lovable
Tools & Domain: Git, Agile/Scrum, Notion, Jira · ShopMy, Amazon Associates · ecommerce and Shopify operations, fashion and retail

EDUCATION

Epicodus · Full-Stack Software Development · 2015 | Certified Personal Stylist
Portland Community College · AAS, Web/Multimedia Management & Webmaster · 2013–2015