

# ZAMZAM ALI

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## EXPERIENCE

### BACK MARKET - PARIS, FRANCE

#### Product Manager

(Internship)

Aug 2024 - Present

- Led cross-functional teams (engineering, design, marketing) in innovating a peer-to-peer marketplace, incorporating features that aligned with company growth goals, including a virtual quality control system and effective supply chain management.
- Conducted competitive analysis and initiated innovative product proposals, such as a donation component and gamification feature, contributing to strategic priorities, including enhanced customer engagement.
- Streamlined operational processes by creating an automated IMEI code collection method, improving efficiency in trade-ins and aligning with short-term performance targets.

#### Consultant

Jan - Apr 2024

Conducted deep dive analysis to identify growth opportunities in customer satisfaction and product lifecycle and risk management.

- Collaborated with the US General Manager to conduct extensive user research, aligning product vision with customer expectations and financial progress
- Led cross-functional teams to deliver customer-centric solutions, resulting in increased customer growth and satisfaction.
- Defined product strategy for digital product enhancements, driving an expected 20% growth in user base within 6 months.
- Collaborated with design, engineering, and data teams to iteratively develop and refine product offerings, enhancing market differentiation and driving specialized OKRs.

### ZIYAD TECH LTD - LONDON, ENGLAND

#### Project Manager

May 2022 - Jan 2024

- Built market-leading value propositions for managed client accounts and increased the client portfolio by 75% through strategic data-driven decisions.
- Spearheaded the development of core banking products and credit-related services, improving credit accessibility.
- Managed end-to-end product lifecycle, from concept to execution, focusing on customer engagement and retention.
- Shipped world-class products, developed and launched 10+ data-driven commercial impact features.

#### Software Engineer

SEP 2021 - May 2022

- Contributed to the design and development of financial service applications, ensuring alignment with user needs and market demands.
- Implemented iterative development practices to refine product features, leading to a 15% increase in customer satisfaction scores.
- Collaborated closely with product management to align technical solutions with strategic objectives, focusing on continuous improvement and enhancing user engagement.

### MOUNTAIN SLOPES INTERNATIONAL - REMOTE

#### Senior Web Developer

Apr - Aug 2021

- Roadmap prioritization of web apps that improved user experience, drove higher engagement metrics and repeat usage.
- Worked closely with product teams to ensure regulatory compliance aligned with customer needs and business objectives.
- Systematically solved complex problems to optimize web platforms for better performance and user interaction, contributing to a 30% increase in daily active users.

#### Web Developer

AUG 2020 - Apr 2021

- Challenged the status quo by developing market-leading products with a focus on usability and customer satisfaction.
- Cross-functional collaboration with teams to implement new features that supported product growth and differentiation.
- Ensured seamless user experience, leading to improved customer retention and positive feedback.

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## EDUCATION

### THE AMERICAN BUSINESS SCHOOL OF PARIS

2020-2024

Bachelor of Business Administration

### MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT)

2024

Masters-MicroMasters in Statistics and Data Science (Machine Learning)

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## CERTIFICATIONS

\* HARVARD UNIVERSITY Introduction to Computer Science \* UDEMY The Complete Full-Stack Web Development Bootcamp

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### KEY SKILLS AND TECHNOLOGIES

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Product Management | Agile (Scrum, Kanban) | Problem Solving | SQL | Python | JavaScript | Financial Data Models | Stakeholder Management | Data-Driven Decision Making | Product Lifecycle Management | Customer-Centric Product Design | Fast Learner | Communication