ZAMZAM ALI

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EXPERIENCE

BACK MARKET - PARIS, FRANCE

Consultant   **2024**

Conducted deep dive analyses to identify growth opportunities in customer satisfaction and product lifecycle and risk management.
- Collaborated with the US General Manager to enhance financial data models and guide data product development for Finance, Accounting, and FP&A teams.
- Led data-driven initiatives to align with Back Market's vision and OKRs, improving customer satisfaction by 20%.
- Managed data product roadmaps, integrating virtual quality control and effective supply chain management.
- Utilized SQL for data analysis to create and iterate a B2B business model, driving strategic data use cases.
- Built and optimized data platforms for data analysts, data engineers, and analytics engineers.

ZIYAD TECH LTD - LONDON, ENGLAND

Product Manager   **2022-2024**

Initially referred to as 'Technical Solutions Manager'. Drove impact projects in a scaleup software consultancy firm.
- Led data product management in an Agile environment, using Scrum and Kanban principles.
- Managed client accounts and increased the client portfolio by 75% through strategic data solutions.
- Developed and launched 10+ data-driven features across various industries, leveraging BI and data engineering.
- Translated business needs into data use cases and delivered actionable insights through data analysis.

Software Engineer   **2021-2022**
- Designed and deployed software for risk assessment and client account management.
- Built optimization programs for data recovery and redundancy reduction using Python and JavaScript.

LANESA PHARMA - NAIROBI, KENYA

Web Engineer   **2023**
- Launched the company's web application and e-commerce platform for pharmaceutical products.
- Conducted A/B testing and trend analysis to optimize web traffic and user experience, applying data analytics principles.

AYRES ORIGINALS- LONDON, ENGLAND

Shopify Developer   **2022**
- Maintained and optimized the retail e-commerce platform, integrating third-party apps and payment gateways.
- Improved conversion rates and customer LTV through data-driven insights and SEO activities.

MOUNTAIN SLOPES INTERNATIONAL - REMOTE

Developed data platforms and digital products for the company's operational needs.

Senior Web Developer   **2021**
- Developed data platforms and digital products, applying analytics and BI to meet operational needs.
- Led the engineering team to enhance application performance through KPI tracking and data interpretation.
- Improved efficiency by identifying key metrics and conducting feature testing.

Web Developer   **2020-2021**
- Crafted user-centric interfaces blending UX and UI principles, improving user behavior.
- Collaborated with cross-functional teams to implement backend principles and REST architecture.

EDUCATION

THE AMERICAN BUSINESS SCHOOL OF PARIS   **2023-2024**
Bachelor of Business Administration

UNITED STATES INTERNATIONAL UNIVERSITY AFRICA   **2020-2023**
Bachelor of Arts in International Relations

MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT)   **2024**
Masters-MicroMasters in Statistics and Data Science (Machine Learning)

CERTIFICATIONS

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

KEY SKILLS AND TECHNOLOGIES

Data Product Management | Agile Methodologies (Scrum, Kanban) | Analytics & Business Intelligence (BI) | Data Engineering | SQL | Python | JavaScript | Financial Data Models | Stakeholder Management | Data-Driven Decision Making | Product Lifecycle Management |