ZAMZAM ALI

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EXPERIENCE

BACK MARKET - PARIS, FRANCE

Junior Consultant **2024**

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

- Proposed 4 customer-facing B2C mobile app feature deployments across the US market, driving an expected 20% increase in customer satisfaction.
- Collaborated closely with the US General Manager to create an app feature that completely transformed app usage.
- Led short and long-term product roadmap for a peer-to-peer marketplace, a completely new app model, with virtual quality control and effective supply chain management, from vision to delivery, from 0 to 1.
- From user research and utilizing SQL for data analysis, I created a B2B business model, from ideation to iteration.

ZIYAD TECH LTD - LONDON, ENGLAND

Drove impact projects from ideation to execution in a scaleup software consultancy firm, aligning initiatives to business maturity.

Technical Solutions Manager **2022-2024**

- Managed the accounts of all client companies, and increased client portfolio by 75% in 3 months.
- Led entire product development lifecycle, consistently creating new product visions, from ideation to iteration.
- Launched 10+ features across 5 different industries for businesses.

Software Engineer **2021-2022**

- Designed and deployed software platforms for risk assessment, client account management, and inventory management.
- Built software optimization programs for data recovery and reducing redundancy, utilizing Python, JavaScript etc.

LANESA PHARMA - NAIROBI, KENYA

Web Engineer **2023**

- Single handedly launched the company's web application and ecommerce platform for pharmaceutical products.
- Conducted A/B testing, customer journey and trend analysis to optimize web traffic and improve user experience.

AYRES ORIGINALS- LONDON, ENGLAND

Shopify Developer **2022**

- Shipped and maintained entire retail ecommerce platform, increasing DAU (daily active users) by 15%.
- Integrated third-party apps and payment gateways with the marketplace, enhancing conversion rates and customer LTV.
- Conducted SEO activities for the company's target demographic.

MOUNTAIN SLOPES INTERNATIONAL - REMOTE

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

Senior Web Developer **2021**

- Led engineering team to launch the company's applications.
- Enhanced launch and maintenance efficiency through; identifying key metrics, reporting, data interpretation, feature testing, product iteration timelines, and adhering to effective product KPI tracking.

Web Developer **2020-2021**

- Crafted user-centric interfaces by blending UX and UI principles, boosting user engagement and satisfaction.
- Collaborated with cross-functional teams—product managers, designers, CRM specialists.
- Implemented backend principles and REST architecture for seamless integration.

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

CERTIFICATIONS

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