

ZAMZAM ALI

Paris, France | (+33) 761 048 796 | Zamzam Ali

EXPERIENCE:

- BACK MARKET | **PRODUCT MANAGER** | PARIS, FRANCE

Present

 - Translating product strategies into execution plans and roadmaps to achieve both the customer’s needs and product goals.
 - Analyzing trends and customer pain points to prioritize improvements and inform decisions.
 - Presenting the product’s role in market trends to internal and external audiences.
 - Coordinating with stakeholders to ensure clear expectations and balanced priorities.
 - Building strong relationships with customers, integrating feedback into product development.
- BILAEYS LIMITED | **DIRECTOR OF PRODUCT** | REMOTE

Apr 2024 - Present

 - Spearheaded the development of a new-to-the-world product portal from ideation to delivery connecting banks, airlines and insurance companies, highly leveraging market insights.
 - Led cross-functional teams (engineering, design, data science) in defining product roadmaps, balancing long-term vision with short-term goals.
 - Delivered scalable solutions to increase user engagement by 20%, enhancing product visibility and commercial success, while managing end-to-end development processes.
- BACK MARKET | **LEAD CONSULTANT** | PARIS, FRANCE

Jan - Apr 2024

 - Designed a product feature that integrates metadata in the trade-in process for devices, increasing user engagement by 25% and improving operational efficiency.
 - Automated the IMEI code collection processes, and ensured regulatory compliance by collaborating with the AT&T cybersecurity department.
 - Led the development of a peer-to-peer marketplace, coordinating cross-functional efforts to enhance user transition and regulatory alignment.
 - Partnered with the General Manager to drive adoption of innovative technologies, including a live video customer care feature and an AI chat-bot, driving app usage for 2 million customers.
- LANESA PHARMA | **HEAD OF PRODUCT** | REMOTE

Aug 2023

 - Led end-to-end development on all product features, driving product advocacy autonomously.
 - Defined key KPIs and steered product direction with independent decision-making authority to execute without oversight on all product related actions.
- AYRES ORIGINALS | **TECHNICAL PRODUCT DEVELOPER** | REMOTE

Sept 2022

 - Owned the strategy and execution roadmap for entire an e-commerce platform
 - Analyzed customer pain points and tracked product performances, using quantitative and qualitative metrics to align our product strategic roadmap with industry trends.
- ZIYAD TECH LTD | **LEAD PRODUCT MANAGER** | LONDON, ENGLAND

May 2022 - Jan 2024

 - Managed the end-to-end product lifecycle for 15+ features, including customizable dashboards and real-time feedback tools on a single project, increasing engagement by 30%.
 - Collaborated with engineering to build an API-first architecture for seamless integrations.
 - Delivered user-centric features like interactive analytics tools and automated notifications, enhancing product relevance and daily usage.
 - Mentored 3 junior PMs, offering insights on product growth, agile execution.
- SOFTWARE ENGINEER | LONDON, ENGLAND

SEP 2021 - May 2022

 - Developed data-driven platforms for client account management and user engagement, enhancing user experience and leveraging user feedback analytics on all scalable platforms.
 - Engineered scalable backend systems and optimized workflows, improving operational efficiency by 20% across core processes.
- MOUNTAIN SLOPES INTERNATIONAL | **SENIOR WEB DEVELOPER** | REMOTE

Apr - Aug 2021

 - Enhanced product performance and launch efficiency through front-end and back-end development, optimizing user experiences and responsiveness.
 - Utilized HTML, CSS, and JavaScript to create high-quality user interfaces that seamlessly integrate with cross-functional workflows.
- WEB DEVELOPER | REMOTE

AUG 2020 - Apr 2021

 - Developed user-centric web interfaces with robust front-end designs using HTML, CSS, and JavaScript, collaborating across teams to ensure responsiveness, improving site functionality.

EDUCATION

- THE AMERICAN BUSINESS SCHOOL OF PARIS

2020-2024

Bachelor of Business Administration
- MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT)

2025

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

CERTIFICATIONS

- *HARVARD UNIVERSITY Introduction to Computer Science

2022
- *UDEMY The Complete Full-Stack Web Development Bootcamp

2021

SKILLS

Product Strategy | Roadmap Development | Data-Driven Decision Making | Frontend Development | HTML | CSS | JavaScript | Web Accessibility | WCAG Standards | Stakeholder Management | Communication | Market Analysis | Problem Solving | Customer-Centric Product Design | Leadership | Cross-Functional Collaboration | Growth Strategy | Presentations | Mentorship