

ZAMZAM ALI

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EXPERIENCE

BACK MARKET - PARIS, FRANCE

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 enhance financial data models and guide data product development for Finance, Accounting, and FP&A teams.
- Led cross-functional teams to deliver customer-centric solutions, resulting in increased engagement and customer 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.
- Utilized SQL for data analysis to create and iterate a B2B business model, driving strategic data use cases.

ZIYAD TECH LTD - LONDON, ENGLAND

Project Manager

May 2022 - Jan 2024

- Managed client accounts and increased the client portfolio by 75% through strategic data solutions.
- Spearheaded the development and launch of financial products, including credit-related services, significantly improving customer credit accessibility.
- Managed end-to-end product lifecycle, from concept through execution, with a focus on customer engagement and retention.
- Utilized data-driven insights to optimize product strategies, achieving both short-term revenue goals and long-term growth.
- Developed and launched 10+ data-driven features across various industries, leveraging BI and data engineering.

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 enhancing user engagement.

MOUNTAIN SLOPES INTERNATIONAL - REMOTE

Senior Web Developer

Apr - Aug 2021

- Led the development of web applications that improved user experience, driving higher engagement metrics and repeat usage.
- Worked closely with product teams to deliver innovative solutions that aligned with customer needs and business objectives.
- Optimized web platforms for better performance and user interaction, contributing to a 30% increase in daily active users.

Web Developer

AUG 2020 - Apr 2021

- Developed and maintained web applications with a focus on usability and customer satisfaction.
- Collaborated with cross-functional teams to implement new features and enhancements that supported product growth and differentiation.
- Ensured seamless user experience, leading to improved customer retention and positive feedback.

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)

CERTIFICATIONS

*HARVARD UNIVERSITY Introduction to Computer Science

*UDEMY The Complete Full-Stack Web Development Bootcamp

KEY SKILLS AND TECHNOLOGIES

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