

ZAMZAM ALI

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Product Manager, Business Banking

Experienced Product Manager with a track record of launching impactful products and driving user engagement, satisfaction, and retention. Spearheaded feature development resulting in a 20% increase in engagement, 25% revenue growth, and a 30% improvement in retention. Adept at leading market research, gathering actionable user feedback, and leveraging data-driven insights to inform innovative product strategies. Skilled in mentoring teams, optimizing product life cycles, and delivering measurable results across diverse industries.

CERTIFICATIONS

- *HARVARD UNIVERSITY Introduction to Computer Science 2022
- *UDEMY Complete Full-Stack Web Development Bootcamp 2021

SKILLS

Innovative | Solving Problems | Customer Centric | User Experience (UX) | Cross-Functional Team | Leadership | Machine Learning (ML) | Market Analysis | SQL | Effective Communication | Optimization | Strategy

WORK EXPERIENCE

Back Market PARIS, FRANCE Present

Product Manager

- Improving operational workflows using data-driven and ML-based insights, reducing error rates by 15% and enhancing business user experience (UX).
- Conducting competitive analysis of digital products, driving improvements in feature adoption rates.

Bilays International Exporters REMOTE 04 - 11/2024

Product Director

- Led all cross-functional teams, ushering a software platform that connects stakeholders in the trade flow process to combat financial crime, reducing transaction-related fraud by 30%.
- Continuously improved product strategy that aligned with regulatory compliance.

Back Market PARIS, FRANCE 01 - 04/2024

Lead Consultant

- Designed 6 business facing products, increasing business customer engagement by 35% and streamlining trade-in processes through automation.
- Conducted competitive analysis by researching raw data, proposing a virtual quality control system for security vulnerabilities, using AR and automated IMEI collection.
- Led a peer-to-peer marketplace development focused on financial products for business banking solutions, ensuring regulatory and security enhancements.

Lanesa Pharma REMOTE 08/2023

Head of Product CONTRACT

- Launched a pharma e-commerce platform, crafting the company’s product roadmap, increasing online sales by 20% and enhancing customer acquisition through user research.

Ayres Originals REMOTE 09/2022

Product Manager CONTRACT

- Increased DAU by 15% and customer retention by 10% through 3rd-party app integration and SEO strategies based on analysed data and research.

Ayres Tech LTD LONDON, ENGLAND 05/2022 - 01/2024

Lead Product Manager

- Launched 15+ features across 5 industries, expanding the client portfolio by 75%.
- Led product vision from ideation to execution, collaborating with design, engineering, research, data science, and product marketing to ensure on-time delivery of high-impact solutions.

Software Engineer 09/2021 - 05/2022

- Built platforms for accounting risk assessment and cash flow management, reducing operational redundancy by 30%.
- Promoted to Lead Product Manager after high-impact of software solutions aligning with business objectives.

Mountain Slopes International REMOTE 04 - 08/2021

Senior Web Developer

- Led web development projects, researching efficiency trends and user experience through data analysis and rigorous testing.

Web Developer 08/2020 - 04/2021

- Built user-centric web platforms with cross-functional teams, including designers and product managers, from ideation to launch.

EDUCATION

THE AMERICAN BUSINESS SCHOOL OF PARIS 2020-2025
Bachelor of Business Administration

MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT) 2025
Masters-MicroMasters in Statistics and Data Science (Machine Learning)