

# ZAMZAM ALI

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## EXPERIENCE

### BACK MARKET - PARIS, FRANCE

2024-Present

#### Junior Consultant

Spearheaded software solutions via multiple feature proposals to enhance product experience and circularity.

- Proposed 2 mobile app feature deployments across US market, driving an expected 20% increase in customer satisfaction.
- With the US General Manager's guidance, I created an automated IMEI code collection method to streamline trade in.
- Led product roadmap for a peer-to-peer marketplace, with virtual quality control and effective supply chain management.
- From field research of competitor companies; I initiated a donation component proposal within an app experience along with an associated gamification feature, and designed a B2B framework from ideation to iteration.

### ZIYAD TECH LTD - LONDON, ENGLAND

2022-2024

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

#### Technical Solutions Manager

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

#### 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.
- Promoted to Technical Solutions Manager.

### LANESA PHARMA - NAIROBI, KENYA

2023

#### Web Engineer

- Single handedly launched the company's web application.
- Created the company's design palette and color scheme.
- Spearheaded ecommerce platform launch for pharmaceutical products.

### AYRES ORIGINALS- LONDON, ENGLAND

2022

#### Shopify Developer

- Shipped entire e-commerce platform for mobile and app users that increased DAU (daily active users) by 15%.
- Integrated third-party apps and payment gateways to enhance functionality.
- Conducted SEO activities for the company's target demographic.

### MOUNTAIN SLOPES INTERNATIONAL - REMOTE

2021

#### Senior Web Developer

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

- Led a three-member engineering team to launch the company's applications.
- Enhanced launch efficiency through research & data analysis, feature testing, and product iteration timelines.

#### Web Developer

2020-2021

- Crafted user-centric interfaces by blending UX and UI principles to boost engagement.
- 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