Fatima Zaidi

Curriculum Vitae 2024

Norwich, UK
+44 7710698859
f.zaidi182@gmail.com
Portfolio

Tech enthusiast with a background in marketing and community management and recently graduated from a 12-week full-stack coding bootcamp. Eager to transition into Product Management, leveraging a proven track record in driving growth, user engagement, and executing digital campaigns.

EXPERIENCE

Evelyn Health, London — *Marketing Manager*

FEBRUARY 2023 - JUNE 2023

Evelyn is the UK's first startup dedicated to PMS/PMDD education, diagnosis and relief. I joined pre-launch and collaborated with the Founder on Evelyn's go-to-market strategy and customer acquisition plan.

- Delivered Evelyn's brand identity, collaborating with a leading branding agency.
- Ideated Evelyn's email marketing growth initiative called Pedals - a once monthly newsletter customised to the menstrual cycle.

Bimble App, Oxford/London — *B2C Community Manager*

AUGUST 2021 - OCTOBER 2022

Bimble was a social platform allowing users to curate and share place recommendations with their friends and audiences. As Community Manager, I sat between Product and Marketing, spearheading user growth and working collaboratively with Design and Engineering to optimise retention. During my time there, Bimble's user base more than doubled to over 170k users.

- Delivered key insights about user behaviour to Design and Engineering, namely taking ownership for UX concerns for the onboarding epic and the relaunch of Bimble's Discover page.
- Launched product workshop sessions and quantitative surveys to ensure the community's needs were better represented in roadmap planning and backlog prioritisation.
- Collaborated with our external marketing agencies to produce analysis of in-app and social engagement and user acquisition journeys.
- Implemented and managed a UGC curation strategy and launch of featured content and superuser milestone communications.
- Drove significant growth of the social community, earning 15k new followers across all social media platforms, including launching TikTok for the first time and hitting over 55k followers on IG.
- Created the strategy for audience building in digital marketing, managed all external marketing and PR agencies and brand partnerships with content creators and influencer campaigns.

Brainlabs, London — *Biddable Executive*

MARCH 2021 - JULY 2021

Trained extensively in Paid Search and Paid Social at one of the UK's leading digital marketing agencies.

- Delivered Paid Social campaign management for the soft launch of *Bip*, working collaboratively with the brand and the creative agency on launch strategy.
- Executed campaign builds on Meta and Google Ads for *Shaw* and *M7 Group*.
- Produced a comprehensive research report on organic social media growth for a client in the Wellness industry.

bi'bak, Berlin — *Project Coordinator*

SEPTEMBER 2020 - FEBRUARY 2021

bi'bak is an interdisciplinary arts organisation, backed by German and international cultural institutions, focused on transmigrational narratives and community.

- Managed events for the launch of bi'bak SiNEMA TRANSTOPIA at Alexanderplatz.
- Collaborated on curation for the *un.thai.tled* fest, liaising with filmmakers & scholars.

Schroders, London — *Portfolio Accounting Trainee, Equity Funds*

SEPTEMBER 2015 - AUGUST 2016

- Responsible for accurate accounting records during a major fund transition event.
- Implemented a thorough audit of the internal team procedures and re-launched the team internal SharePoint page.
- Independently took and passed the Claritas Investment Certificate.

EDUCATION

Tech Educators, Norwich

OCTOBER 2023 - MARCH 2024

Full- Stack Coding Bootcamp

A comprehensive 12-week Software Development Bootcamp, covering HTML, CSS, JavaScript, React, Next, PostgreSQL, as well as agile development and mandatory project submissions.

St Hugh's College, University of Oxford, Oxford

OCTOBER 2016 - JUNE 2020

BA Hons Modern Languages (German) & Linguistics; First Class

Achieved First Class in final year dissertation on the logic of representation in the cinema of Alain Resnais and Federico Fellini.
Awarded St Hugh's Exhibitioner for achieving distinction in first-year prelims (2017).

Norwich High School, Norwich

SEPTEMBER 2008 - JUNE 2015

A-Level: German A*, English A, Mathematics A, Physics B, EPQ A*
GCSEs: 10 A*s, including English and Mathematics

Awarded Prizes for Academic Excellence (2013, 2015); Subject Prize for German (2015); Emma Bridgewater Prize for Initiative (2011,2015); Norfolk County Scholar (2015).

PROJECTS

Freelance Translator and Editor — *Please Rewind (pub. 2020)*

Translated from German into English for an interdisciplinary publication, [*Please Rewind*](), on Film and Video Culture in German-Turkish communities in Berlin.

SolidariTee Berlin — *Berlin Launch (2019)*

Successfully launched the Berlin branch of SolidariTee, managed a team of 8 students and organised a brand launch event at Be'kech, Berlin with music and spoken word acts.

SKILLS

Microsoft Office and *Google Suite*, highly proficient in Excel/Sheets

Tech Stack; *MERN, Next.js, TypeScript*

Digital design; *Photoshop* and *Figma*

Product Analytics; *Mixpanel, Firebase, Customer.io*

Content Management & Curation; *Contentful* (CMS), *Later*

AWARDS & CERTIFICATES

LinkedIn Learning Become a Product Manager (2022)
St Hugh's Exhibition (2017)
Claritas Investment Certificate (2016)

LANGUAGES

English - native speaker.
German- fluent, spoken & written. (C2)
French - intermediate, spoken & written. (B1)