

Fatima Zaidi

Curriculum Vitae 2024

Tech enthusiast with a background in strategic marketing and community management, recently graduated from a full-stack coding bootcamp. Proven track record in driving growth, enhancing user engagement, and executing successful digital campaigns. Eager to transition into Product Management, leveraging both technical expertise and consumer social experience.

Norwich, UK

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[Portfolio](#)

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.

- Conducted first-stage user research, leveraging insights to create wireframes and UX deliverables for the web development agency.
- Delivered Evelyn's brand identity, collaborating with a leading branding agency.
- Ideated Evelyn's email marketing growth initiative called Pedals.

Bimble App, Oxford/London — B2C Community Manager

AUGUST 2021 - OCTOBER 2022

Bimble was a consumer social platform enabling users to curate and share place recommendations with friends. As the Community Manager, I was responsible for building, growing, and managing Bimble's community. During my tenure, I worked collaboratively with marketing, UI/UX and developers to spearhead user growth and retention strategies, resulting in the user base expanding to over 170,000.

- Delivered key insights about user behaviour and preferences to the developer team, leading to an improved onboarding flow, and a relaunch of the app's Discover features.
- Launched community focus groups and conducted quantitative surveys to ensure the community's needs were better represented in roadmap planning and in backlog prioritisation, for example, pushing for a sprint on Bimble's map feature.
- Implemented and managed a user-generated content (UGC) curation strategy, including the launch of featured content and superuser milestone communications.
- Drove significant growth of the social community, gaining 15,000 new followers across all social media platforms, launching TikTok for the first time, and reaching over 55,000 followers on Instagram.
- Created the strategy for audience building in digital marketing, managed all external marketing and PR agencies, and established 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, expanding my remit outside of paid advertising.

bi'bak, Berlin — Project Manager

SEPTEMBER 2020 - FEBRUARY 2021

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

- Led management 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

AUGUST 2015 - JULY 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.js, Next.js, 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

Tech stack; MERN, Next.js, PostgreSQL

Agile tools; Atlassian Jira, Kanban & Scrum, Notion, Trello

Digital design; Figma, Photoshop

Product Analytics; Mixpanel, Firebase, Customer.io

Content Management; Klaviyo, Mailchimp, Contentful (CMS), Later, Planoly

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

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)

