

Fatima Zaidi

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[Portfolio](#)

[GitHub](#)

Curriculum Vitae 2024

Experienced marketing professional with a proven track record in driving growth and conducting user research to improve engagement at early-stage startups. Recently completed a full-stack development bootcamp to craft intuitive, user-centred interfaces with React.js and Next.js. Leveraging a multifaceted skill set across a dynamic career, I bring a holistic approach to UI/UX & Product Development.

EXPERIENCE

Evelyn Health, London — Marketing Consultant

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.

- Led GTM user research, combining qualitative insights from 1:1 interviews with up to 15 individuals experiencing PMS/PMDD and quantitative data from surveys of over 200 participants.
- Defined three key user personas from research findings and translated these into wireframes and deliverables for the web development agency, N4.
- Collaborated with Reggie Creates to successfully deliver Evelyn's brand identity, ensuring alignment with the company's vision and user needs.

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 developers, designers and marketing agencies to spearhead user growth and retention strategies, resulting in the user base doubling to over 170,000.

- Delivered actionable insights on user behaviour to the development team, resulting in successes such as a 30% increase in user registration completion by changing the onboarding flow.
- Initiated Bimble's first community focus groups, ensuring user needs were better represented in roadmap planning, which led to the re-prioritization of the Map Feature Epic.
- Collaborated with the QA engineer to streamline the bug-fixing backlog by prioritising commonly reported user issues, enhancing overall user satisfaction and product stability.
- Developed and implemented a strategy for UGC curation, including launching featured content in the app and milestone communications for superusers, fostering community engagement.
- 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.
- Managed all external marketing and PR agencies, and established brand partnerships with content creators and influencer campaigns.

Brainlabs, London — Performance Marketing 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.
- 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 Accountant Trainee

AUGUST 2015 - JULY 2016

- 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 full stack web development,, as well as agile practice and mandatory project submissions. Developed user-friendly interfaces with React.js and Next.js, adhering to responsive design principles. See [portfolio](#) for completed works.

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

Digital design; Figma, Photoshop

Product Analytics; Mixpanel, Firebase, Customer.io

Tech stack; MERN, Next.js, PostgreSQL

Agile tools; Atlassian Jira, kanban & scrum, Notion, Trello

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)