

Zahra Hassan

zahra.mhassan19@gmail.com | Seattle, WA | (+1) 206-756-5386 | [linkedin.com/in/zahramhassan](https://www.linkedin.com/in/zahramhassan)

Senior Product Manager | Consumer Growth & Marketplace Products

Product leader with 7+ years of domain expertise driving B2C and B2B growth across acquisition, activation, onboarding, engagement, and retention. Deeply customer-obsessed: uses funnel analytics, A/B experimentation, CRM strategy, and AI/ML-driven personalization to optimize user lifecycle journeys, improve conversion, and build lasting habit formation. Skilled at defining measurable success metrics, managing roadmap trade-offs, and aligning cross-functional to deliver outcomes at scale. Equally at home on 0-to-1 launches and iterative optimization of mature products.

STRENGTHS

Acquisition, onboarding & activation	Funnel & landing page optimization	AI/ML-informed personalization
CRM Strategy: email, push, in-product	Experiment design, implementation	Upsell, cross-sell & conversion
Habit formation & engagement	Roadmap prioritization & trade-offs	Cross-functional leadership & GTM
Search & discovery UX	Executive-level communication	0-to-1 product design & MVP delivery

RELEVANT EXPERIENCE

THE GIVING MOVEMENT, Dubai, UAE

Dec 2022 – Jun 2025

D2C e-commerce platform with proprietary web and mobile software products across 5 markets; reported to CTO.

Senior Product Manager

2023 – 2025

- Owned product vision, strategy, roadmap for consumer facing web and mobile experience; led end-to-end launches for brand's first native iOS and Android apps, aligning Design, Engineering, QA, and Growth on one roadmap, increasing repeat purchase frequency by 16%, strengthening core retention KPIs.
- Drove end-to-end funnel optimization across onboarding, activation, and checkout, mapped user journeys, identified drop-off points via cohort analysis, defined success metrics, and shipped MVP redesign lifting conversion from 9% to 14% and improved acquisition conversion from 15% to 22%.
- Deployed AI/ML-driven personalization by aligning data science, engineering, and design on a shared experimentation roadmap; prioritized behavioral segmentation to strengthen habit formation, growing the top loyalist segment by 12% and improving retention KPIs across key markets.
- Managed ambiguity across priority shifts: facilitated scope trade-off discussions, realigned stakeholders on updated roadmap priorities, and maintained an Agile delivery cadence of 6.5 sprints per quarter.

Product Manager

2022 – 2023

- Led multi-channel CRM strategy (email, push, in-app) and championed a shared A/B experimentation framework across CRM, data, and engineering; personalized lifecycle and discovery journeys, increased repeat order rate by 12%, and improved CAC:LTV ratio from 1:1.2 to 1:3 across key markets.
- Diagnosed cross-border checkout friction through funnel analytics and user interviews; shipped localized payment solution reducing international drop-off by 4%, balancing user experience with operations.

TRADELING, Dubai, UAE

Dec 2021 – Dec 2022

B2B SaaS marketplace serving 1,000+ partner and supplier accounts.

Product Manager

- Owned quarterly roadmap for a partner-facing marketplace platform; partnered with engineering, merchandising, and CX teams to deliver catalog management, self-service tooling, and order workflows, reducing seller churn by 8% and cutting support tickets by 12% through improved onboarding flows.
- Defined and launched a Request for Quotation (RFQ) feature end-to-end, enabling buyers to solicit competitive bids from suppliers; drove 15% adoption uplift through cross-sell positioning.
- Surfaced friction in onboarding and activation through usage telemetry and seller lifecycle mapping; shipped guided setup, contextual help, and self-serve resources that reduced support tickets by 12% and improved time-to-first-value.

EAT APP, Dubai, UAE

Dec 2019 – Dec 2021

SaaS platform providing reservations and table management tools to 5,000+ restaurants globally.

Product Manager

- Built and owned A/B experimentation pipeline; ran multi-metric tests on SaaS workflows and core product surfaces, improving engagement with key features by 25% through UX vs. workflow trade-offs.
- Designed and launched self-serve onboarding and activation journeys; increased inbound conversion by 23%, shortened time-to-go-live, and contributed to 10% subscription growth, demonstrating ability to drive acquisition and habit formation through optimized first-use experiences.
- Identified adoption gaps through operator research; shipped role-based views and task flow improvements that increased active usage across the restaurant manager segment.

SIPPY, Dubai, UAE (acquired by COFE in 2021)

Dec 2018 – Dec 2019

B2C marketplace connecting consumers with independent cafes and roasteries across UAE.

Associate Product Manager

- Launched two-sided marketplace MVP; resolved performance bottlenecks and refined discovery UX, increasing session completion 4% QoQ and repeat visits 15% among core users.

ADDITIONAL INFORMATION

Technical Skills: Python, SQL, Tableau, Amplitude, PostHog, Google Analytics, Optimizely/VWO, Figma, Miro, Notion, Agile/Scrum.

AI Tools: Claude, ChatGPT, Perplexity, Lovable, Kiro, Cursor, GitHub Copilot, Notion AI, Azure AI Foundry (exploratory).

EDUCATION

UNIVERSITY OF WASHINGTON FOSTER SCHOOL OF BUSINESS, Seattle, WA

June 2026

Global Executive Master of Business Administration (MBA), STEM Designation

- **Consulting Project: Microsoft Copilot:** developed business case and ROI model for AI adoption across enterprise industries and customer segments, quantifying productivity impact and informing strategic rollout decisions.
- **Consulting Project: Allen Institute for AI (Ai2):** defined go-to-market strategy and product recommendations for an AI product, partnering with research, data, and ML stakeholders to validate use cases and adoption paths.

BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI, Dubai, UAE

Sept 2018

Bachelor of Engineering, Electronics and Communication