

ZAEEM GOLBAGHI ASTANEH

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Portfolio: www.zaeem.tech

Summary:

- Founder and Product Manager with 7+ years of experience in developing and launching successful B2B and B2C digital products across various industries.
- Strong experience in SCRUM, customer interviews, personas, data analysis & visualization, product design, product lifecycle, cross-functional team management, go-to-market strategy, roadmapping, hypothesis testing & validation, gamification, market research and marketing

Professional Experience

Co-founder, Daily Say LLC

New York, USA, June 2020 - Mar 2022

- Collaborated with a technical co-founder to design and develop an MVP, a B2B SaaS product, for Microsoft Teams users, focused on enhancing team morale through daily office exercise tips and educational notes. The product was adopted by over 100 companies.
- Directed email marketing campaigns targeting over 5000 HR managers, resulting in a significant 30% increase in visibility and engagement levels.
- Recognized the \$10B+ corporate content creator market within the global digital education and wellness content industry. Led a strategic pivot of the product to create Telerooster, a platform that empowers content creators to deliver their valuable content in a group setting by integrating their email newsletters with business messaging platforms.
- Conducted negotiations with 100+ corporate trainers, business news channels, and keynote speakers to onboard their content onto the Telerooster platform, securing 10+ agreements.

Product Manager, Chatterfox

Washington, D.C., USA May 2019 - June 2020

- Led cross-functional teams in developing a B2C cross-platform language learning software with native iOS, Android, and web apps, utilizing a patented method to train the AI algorithm based on user input.
- Designed and implemented a martech stack incorporating Mixpanel, Google Analytics, and Salesforce, resulting in a 45% reduction in cost per conversion and ensuring a seamless user experience.
- Crafted user stories and data-driven plans to enhance application engagement and UI/UX, introducing new features and gamification elements that contributed to a remarkable 145% increase in customer lifetime value.
- Collaborated with teams to successfully integrate an AI-powered real-time speech recognition system, boosting user proficiency by 35% and establishing ChatterFox as an innovative educational platform through continuous data-driven optimizations.

Product Manager, Kooche LLC

Tehran, Iran, Dec 2017- March 2019

- Led the development of a B2B SaaS product, a CRM mobile app for local businesses, achieving rapid growth with 800 merchants onboarded within the first 9 months of launch.

- Collaborated with cross-functional teams of 10+ members, including engineering, design, sales, and marketing, to prioritize and execute the product roadmap and go-to-market strategies.
- Conducted thorough customer research to gain deep insights into the needs and challenges faced by local businesses, informing strategic feature development and driving a significant 20% improvement in user satisfaction.
- Analyzed data to identify KPI failures and collaborated with cross-functional teams to address issues, including coding enhancements and loading speed. This strategic approach led to an 18% increase in positive user feedback.

Product Owner, Vira Fanavaran Gity LLC

Tehran, Iran, Dec 2016 - Nov 2017

- Managed a cross-functional team consisting of content creators, translators, and engineers to successfully develop and launch a meditation mobile app tailored to the Persian audience.
- Implemented a successful marketing strategy that leveraged Telegram messenger and paid content creators, resulting in over 150,000 subscribed users for the meditation app.
- Implemented A/B testing to optimize ad messaging and achieved a 22% increase in conversion rate among potential subscribers.
- Executed a monetization strategy by establishing partnerships with telecommunication companies to offer the app as a value-added service (VAS), resulting in a remarkable 2000% revenue growth and generating over \$738k in revenue.

Founder, Yar Games and AZ games LLC

New York, USA, Jan 2014 - Dec 2016

- Managed a team of an illustrator, a designer, and an engineer to successfully develop and launch over 10 hyper-casual mobile games on iOS and Android platforms.
- Secured partnerships with top YouTube influencers in over 8 countries, resulting in the production of 10+ dedicated video promotions that garnered over 8 million views on YouTube and drove over a million downloads globally.
- Leveraged data analysis expertise to optimize gameplay, driving a 25% increase in player engagement.

Education

Master of Science, Physics, New York University, NY, USA, 2010-2013

Bachelor of Science, Electrical Engineering, Sharif University of Technology, Iran, 2005-2010

Skills

Tools: Google Analytics, Mixpanel, Salesforce, Tableau, Power BI, Jira, Trello, Microsoft Project, Figma, Sketch, SurveyMonkey, Github, Roadmunk, Slack, Mailchimp, Hubspot, Slack, Microsoft Office Suite

Languages: Python (Pandas, Numpy, Seaborn, Scikit-learn, Tensorflow), SQL(Postgres), Pinescript

Machine Learning: Classification, Regression, Clustering, KNN, SVM, Random Forest

Awards

- **Gold Medalist** of 17th National Physics Olympiad, Tehran, Iran, 2004
- Received the McCracken Fellowship for five years of education as a Ph.D student at NYU, 2010