MEHDI ZAIDI

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PROFESSIONAL SUMMARY

Results-driven product manager experienced in data-driven decision making and cross-functional collaboration. Proven track record in 0→1 launches and scaling products through rapid experimentation and impactful strategies.

SKILLS SUMMARY

- **Product Management:** Market Research, Product Lifecycle Management, Stakeholder Management, Business KPI Optimization, Go to Market Strategy, User Research, A/B Testing
- **Tools:** Miro, Mixpanel, Figma, Jira, PowerBI, UseInsider, Hotjar, Google Analytics, Adjust

EXPERIENCE

PureSquare

Product Lead   Aug 2025 - Present

- Led the 0→1 journey for White-Label Password Manager SDK and Apps, focusing on market competitiveness and executing a comprehensive launch plan.
- Helped generate 100+ MQLs within 3 months through multichannel strategies including Organic, PPC, Social Media, and cross-functional experiments within existing product streams.

Associate Product Manager II   Jan 2024 - July 2025

- Led iterative user feedback sessions for the 0→1 launch of in-app Password Manager for PureVPN apps, increasing activation rate from 0.5% to 3% within 6 months of launch.
- Managed and executed the 2024 BFCM campaigns, driving $172K in revenue within one week.
- Revamped the PureVPN extension, increasing DAU from 50 to 200 through feedback and design optimizations.
- Improved the activation rate of the PurePrivacy mobile app from 4.7% to 10% by launching initiatives such as the introduction of a scan report, customized onboarding, and a revamped app dashboard.

Associate Product Manager I   Aug 2022 - Dec 2023

- Optimized the trial-to-paid conversion rate from 9% to 15.38% by running A/B tests on tailored subscription plans and enhancing the in-app paywall experience.
- Led the 0→1 launch of the PurePrivacy web app, resulting in 70+ signups and 30 sales in 3 months.
- Boosted install-to-signup conversion from 0.68% to 1.2% by launching free tracker blocker and social privacy manager features, optimized through rigorous A/B testing.
- Spearheaded 0→1 launch of the Social Privacy Manager, Remove My Data, and Tracker Blocker features, growing DAU from 20 to 150 and app installs from 20K to 150K.

EDUCATION

National University of Computer and Emerging Sciences   Aug 2018 - July 2022
Bachelors of Computer Science

PERSONAL PROJECT

KachreWala Built a product to ease the process of buying and selling of scrap using Flutter, Firebase and TensorFlow Lite.