



MADALINA ZAMFIRA

Product Manager | Digital products & brand experiences

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PROFESSIONAL SUMMARY

Product Owner with 5+ years leading digital products in agile environments, combined with a marketing and brand strategy background. Owned the B2C customer app and website for a food-delivery Swiss platform serving 2,500+ partner restaurants & shops and 4.5M+ delivered orders. I coordinated a 9-person cross-functional engineering team through a full rebrand, a platform migration, and key events implementation. Skilled at translating business and user needs into product requirements and orchestrating stakeholders across tech, marketing, and sales.

EXPERIENCE

JAN 2023 – MAY 2026

Smood
Geneva

PRODUCT MANAGER

- Owned the B2C customer app and website (2,500+ partner restaurants and shops, 4.5M+ orders delivered), defining product vision and managing backlog priorities with business and technical stakeholders
- Led the product-side rollout of the company's global rebrand on the customer app, managing the redesign of the sign-up/sign-in and purchase flows and the transition of the visual identity across the platform
- Managed the customer app's migration from Xamarin to MAUI as product owner, coordinating scope, priorities, and cross-team dependencies with a 9-person engineering team
- Spearheaded the first implementation of event tracking across GA4, AppsFlyer, and Braze, giving the business visibility into funnel performance and campaign attribution
- Modernized the UX/UI of the grocery and retail purchase journey to simplify the path to purchase
- In the final months, took ownership of the B2B restaurant platform, leading a full redesign of the restaurant management app — new feature sets and optimized operational workflows — reaching ~80% completion before company closure
- Coordinated marketing, tech, and sales teams to align product updates with commercial objectives; ran sprint planning, reviews, and retrospectives in a Scrum/Kanban environment

MAY 2022 – JAN 2023

Freelance
France

MARKETING & BRAND CONSULTANT

- Built full brand identities and end-to-end websites for 4+ wellness and e-commerce clients, from positioning and visual identity to launch (rejudermcolmar.fr, lauredurand.com, lamaisondelosteopathie.fr, commedesgrands.boutique)
- Defined brand voice, color/typography systems, and content direction independently for each client, managing projects start to finish as sole consultant

JAN 2021 – APR 2022

Iqar
Lyon

MARKETING & WEB DEVELOPMENT PROJECT MANAGER

- Contributed to the ongoing development of an existing SaaS project management tool, scoping and delivering new features and improvements as a full-stack developer
- Designed and executed the 2022 international marketing roadmap to grow product adoption across existing markets

MAY 2017 – JAN 2020

ATS Développement

Lyon

MARKETING, CUSTOMER RELATIONS & ARTISAN CRAFTSMANSHIP

- Produced multi-channel marketing content, coordinated corporate exhibitions and CSR initiatives, and managed bilingual international client relations and ERP reporting
- Performed high-precision manual finishing for luxury leather goods at L'Atelier Luxe, meeting major luxury house standards

FEB 2016 – MAR 2017

Chez Nestor

Lyon

CUSTOMER RELATIONS OFFICER

- Promoted premium turnkey housing packages and managed the full customer lifecycle, including loyalty strategies and dispute resolution, to drive conversion and revenue

SKILLS

Product management : Product ownership, backlog management, product roadmap, requirements gathering, Agile/Scrum, Kanban, sprint planning, stakeholder management, cross-functional team leadership, user stories, UX/UI strategy, incident management

Marketing & brand : Brand strategy, brand identity, visual identity, Go-To-Market strategy, multi-channel content, customer journey mapping, SEO Basics

Analytics & tools : JIRA, Figma, Google Analytics (GA4), AppsFlyer, Braze, Datadog, Git, HTML5, CSS3, JavaScript, API Integration, WordPress, Generative AI / Prompt Engineering

EDUCATION

2020 – 2021

Lyon

WEB & MOBILE DEVELOPMENT

- Wild Code School (RNCP Level II / Bac + 2)

2013 – 2015

Bucharest & Orléans

MARKETING MANAGEMENT

- Bucharest Academy of Economic Studies (Erasmus, University of Orléans, 2015)

2010 – 2013

Bucharest

BACHELOR'S IN ECONOMICS, MARKETING SPECIALIZATION

- Bucharest Academy of Economic Studies

CERTIFICATIONS

- IBM IT Project Manager Professional Certificate, 2026
- Google Prompting Essentials Specialization, 2026

LANGUES

- French (C2, Voltaire Certificate 883/1000)
- English (C2, Cambridge Advanced Certificate)
- Romanian (Native)

INTERESTS

Mentoring (Dema1n.org) · Hiking · Photography · Cooking · Reading