

ALI ZEINODINI

PRODUCT MANAGER

Product Manager with years of technical experience in web and WordPress development. Experienced in product discovery, delivery, and experimentation, working cross-functionally to turn business and user needs into measurable product improvements. Strong technical background with hands-on experience in analytics tools, modern web technologies, and AI-assisted 0→1 product development.

EXPERIENCES

PRODUCT MANAGER, Darmankade

Oct 2025 – Present
Tehran, Iran. (On-site)

Due to my growing interest in business and understanding how products create value led me to transition into Product Management. This same curiosity about turning ideas into sustainable products also motivated me to pursue a MA's degree in Entrepreneurship.

SENIOR WORDPRESS DEVELOPER, Darmankade

Oct 2023 – Sep 2025 (2yrs)
Tehran, Iran. (On-site)

In Darmankade I was responsible for implementing and maintain WP products connected to other business lines (Despite core platform) consists of plugins and themes.

WORDPRESS DEVELOPER, Realtyna

Oct 2021 – Sep 2023 (2yrs)
US, Delaware (Remote)

A WordPress based company on real estate industry focused on US and Canada. I was responsible for handling many support tickets that were mostly related to WordPress side and development of a plugin just like Linktree based on WordPress. [[Recommendation Letter](#)]

PROJECTS

ZARABAN, DarmanPay

Zaraban is an AI-native B2B fintech platform designed to simplify credit, payment, and settlement workflows across the pharmaceutical supply chain.

WP SSO PLUGIN, Darmankade

Keycloak Single Sign On is a service to integrate all products sign-in. This Plugin will perform all procedures related to WordPress Products.

WP ADS PLUGIN, Darmankade

Based on business strategies and requirements I've developed a plugin for all WordPress based products to perform Ads solutions.

PHARMACY, B2B, BEAUTY CLINIC, Darmankade

For products that were in MVP stage, WordPress was the first selection to do all A/B tests and market researches. To comply with this business needs, there were numerous products at the theme and plugin development level.

EDUCATIONS

M.S. ENTREPRENEURSHIP

University of Science and Technology (IUST)
Tehran, Iran.

Sep 2023 – Sep 2025

B.A. SOFTWARE ENGINEERING

Malayer University.
Hamedan, Iran.

Oct 2014 – Nov 2019

CERTIFICATES

PRODUCT MANAGEMENT

Bozhan Product School
June 2024 – Dec 2024

SKILLS

TECHNICAL SKILLS

- Frontend: HTML, CSS, JS, jQuery
- Backend: PHP, WordPress
- Database: MySQL
- Tools: Git, Docker, Linux, RESTful API

PRODUCT SKILLS

- Product Discovery and Prioritization
- Plan Execution and Experimentation
- Team collaboration
- AI-integrated hyper-iterated product development
- Tools: Jira, Metabase, Posthog, AI tools

OTHER SKILLS

- Customer/Problem Discovery
- Communication
- Insights Analysis/Data Fluency

CONTACT INFO

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