

ZAKARIAE BOUSSAIDI

Growth Marketer & Builder — Performance Marketing, Product, No-Code

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PROFILE

Self-taught builder and performance marketer who has launched and grown 5 independent ventures from zero, including a Flutter/Firebase mobile app and a digital marketing agency. Hands-on with Google Ads, Meta Ads, and CRO — ran paid campaigns generating 113,000+ impressions at 54% below industry-average CPC. Comfortable across the full stack: campaign strategy, landing pages, no-code tools, Flutter, React, and Firebase. Looking for a growth marketing or marketing-ops role where I can own acquisition and conversion end to end.

CORE SKILLS

- Performance Marketing: Google Ads, Meta Ads, Campaign Strategy, A/B Testing, CRO, CPC Optimization, Funnel Optimization
- Analytics & Growth: Google Analytics, KPI Tracking, Retention Analysis, Data-Driven Decision Making, GTM Strategy
- Build & Tools: Flutter, React, Firebase, No-Code Tools, Figma, Vercel, GitHub, Notion, AI Tools (GPT, Claude)
- Languages: Arabic (Native), Spanish (Advanced), English (Advanced), French (Intermediate)

EXPERIENCE

Founder & Growth Lead — Recatch — getrecatch.com 2025 – Present | Remote

- Built and launched a consumer mobile memories app solo, using Flutter (iOS) and Firebase — from concept through working product
- Designed the GTM and acquisition strategy on zero budget, including landing page, waitlist funnel, and positioning
- Iterated product based on user feedback and usage data, cutting scope to focus on the single feature driving daily engagement

Founder & Builder — Gofy — gofy.es 2026 – Present | Barcelona

- Building a hyperlocal map app solo, surfacing live deals and offers from Barcelona businesses in real time
- Designing the B2B side of the product — letting local businesses (Eixample, Gracia, El Born, Poblenou and more) post live offers in under a minute
- Owned the full build solo: product concept, web app, and go-to-market positioning, from zero in under 2 months

Founder & CEO — Grow Genius SL Jul 2023 – Oct 2024 | Barcelona

- Ran Google Ads and Meta Ads campaigns for 5+ B2B and B2C clients, generating 113,000+ impressions at €0.23 average CPC — 54% below the €0.50–2.00 industry benchmark
- Built and optimized landing pages with no-code tools, improving conversion through continuous A/B testing on creative and targeting
- Managed client relationships end-to-end, from campaign briefing to reporting and iteration

Technical Support Agent — De'Longhi Project — Teleperformance Aug – Dec 2025 | Barcelona

- Resolved customer issues across phone, chat, and email in a high-volume international support environment
- Tracked recurring customer pain points and fed them back as structured improvement suggestions

KYC Verification Analyst — Stripe Project — Teleperformance Jun – Aug 2025 | Barcelona

- Processed high-volume identity verification under strict compliance requirements for a global fintech client

PROJECTS

- DevilBuzz — Viral content platform grown from 0 to 3,000+ monthly active users through organic content strategy alone
- Jabberin Jack — Halloween e-commerce store, 1,000+ orders in a single season, built and launched with zero prior e-commerce setup
- SpeakRoom — Flutter language-learning app; killed pre-launch after cost analysis showed unit economics didn't work — avoided a bad spend

EDUCATION

IT Professional Training — 42Barcelona School

2022 – 2025, Barcelona

B.Sc. Computer Science — University of the People

2025 – Present, Online