Sarim Haque

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Toronto, Canada

IN BRIEF

Hi, I am a Growth Marketer and Product Manager who will help you build and launch products that users love. I value simplicity, honesty and empathy.

EDUCATION

Master of Business, Entrepreneurship & Technology
University of Waterloo,
2015

EXPERIENCE

Optimization Specialist
Yorkville University | Toronto Film School
Feb 2018 - Current

In a short period of time, I have revamped the brand's digital experience. *Responsibilities:* Maintain and manage digital assets (Websites, Marketo LPs, Forms) to support multi-million dollars ad spend, ensure correct lead attribution across various lead acquisition channels, design, build and deploy digital experiences that translate into higher conversion rate. *Wins:* I designed and built a Vue.js powered landing page that supports five different languages and caters for 700+ unique combinations of acquisition channels, programs and countries. This has enabled us to reach a broader international audience.

Product Manager
Caspy Inc
Feb 2016 - Feb 2018

I wore multiple hats at the AI startup. *Responsibilities:* Content Strategy / Content Creation, Front End Design / Development, Creatives, Social Media Strategy, Customer Acquisition through Guerilla Marketing. Creation & Execution of Product Strategies. *Wins:* I built multiple apps/bots to automate lead acquisition, press outreach & social media management. This resulted in: 4 product launches, 50000+ page views without ads, a Twitter shoutout from Alexis Ohanian, Founder of Reddit, growth hack products used by 7500+ leads, 5 features in both Online and Print Media including Business Insider.

SKILLSET

Vue.js
MEAN Stack
R Language
ASP.NET
SQL
Visual Basic Application for Excel
Tensorflow
Marketo
Mailchimp
Mixpanel
Google Analytics
Google Adwords
CSS/HTML
Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Public Speaking
Business Strategy
Marketing Strategy
Technical Writing
Business Writing
Technical Sales
Product Strategy
Product Design

PUBLIC SPEAKING

How to design and build awesome products (2017)
National University of Science and Technology

RECOGINATION

UW Grad Creates Block Facebook Chrome Extension
Waterloo Chronicle / Kitchener Post / The Record

Sarim Haque (MBET '15) hacks growth at Caspy
University of Waterloo's Alumni Success Blog

Highest GPA Award, 6th Semester
Bachelor of Mechanical Engineering

SIDE PROJECTS

Block Facebook Chrome Extension

Uncover Harassers Chrome Extension

CuratedTube.com

LadyBird AI