

Sarim Haque

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(519)721-3984

Toronto, Canada

EDUCATION

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

SKILLSET

Marketing Strategy
Product Design and Dev.
Guerrilla Marketing
Content Strategy
Full Stack Development
Machine Learning (Strategy
& Implementation)
Marketing Automation
Business Analytics
Search Engine Optimization
Public Speaking
Technical Writing
Technical Sales
Marketing Optimization

PUBLIC SPEAKING

**How to design, build & launch
awesome products (2017)**
National University of
Science & Technology

**How we built a single seat,
autocross race car (2012)**
FM 89 Radio Show

IN BRIEF

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

EXPERIENCE

Optimization Specialist
Toronto Film School & Yorkville
University
Feb, 2018 - Present

Primary Responsibilities: Spearhead conversion rate optimization projects, build and manage lead attribution models, create digital assets (Forms, Landing Pages, Websites) to support multi-million dollar ad spend.

Achievements: Fueled 500% growth in International Student enrolment through Vue.js powered landing pages & doubled the conversion rate on our websites by building one of its kind, Google Sheets powered CMS, enabling Brand Managers & Copywriters to effortlessly build and modify webpages.

Product Manager & Marketer
Caspy Inc
Feb, 2016 - Jan, 2018

Achievements: Built apps & bots to automate lead generation, press outreach & social media management. This resulted in: 4 product launches, 50000+ page views without ads, a Twitter shout out from Alexis Ohanian (Founder of Reddit), growth hack products used by 7500+ leads, 5 features in Online & Print Media including Business Insider.

RECOGNITION

**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**
Coded in less than 2 hours, the Chrome Extension has reached 2600+ downloads and was featured on ProductHunt as one of the best products of the day.

Uncover Harassers Online
A chrome extension that highlights the names of celebs accused of sexual harassment. It has been covered by an online news media and has received support and love from activists.

**I work at the
junction of
design, dev
& strategy**

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