

# Sarim Haque.

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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 5000% growth in International Student enrolment through vue.js powered landing pages, doubled the conversion rate on our website 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, 2018 - Present

*Achievements:* Built apps & bots to automate lead acquisition, 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 great support and love from activists.