

# Sarim Haque

sarimhaq@yahoo.com  
(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

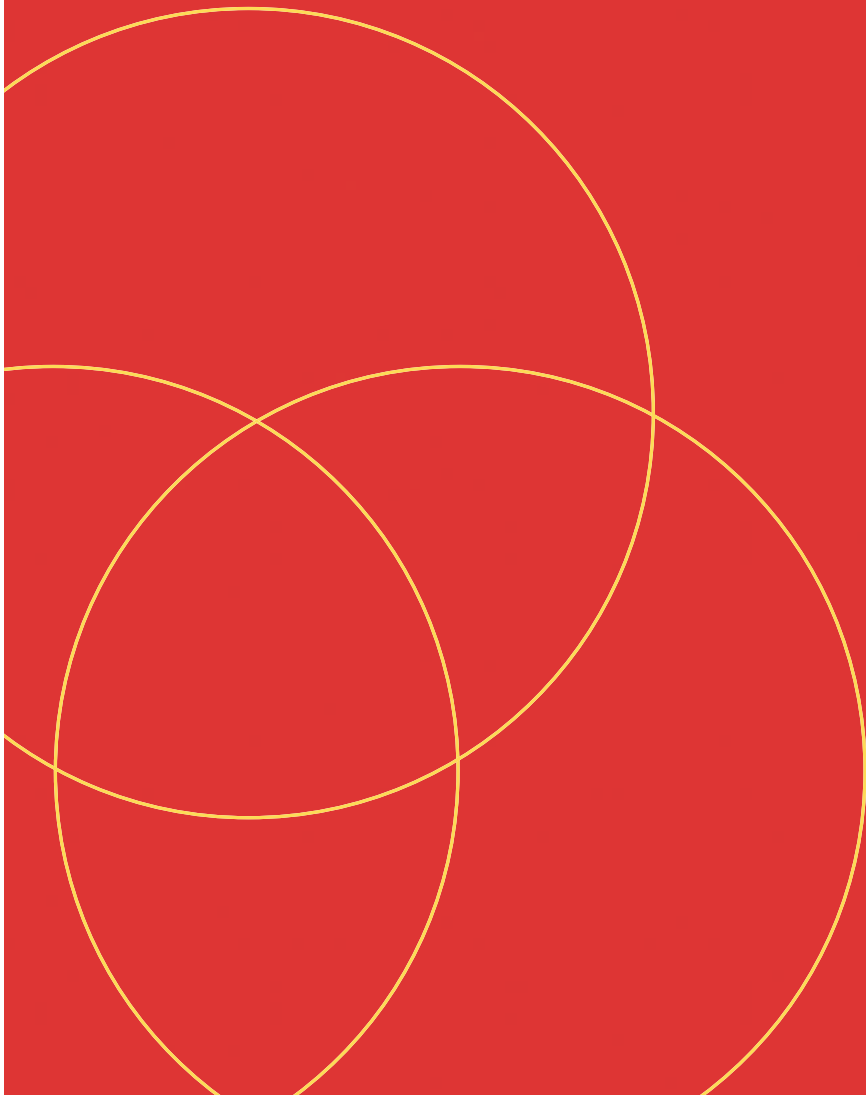
**Highest GPA Award, 6th  
Semester**  
Bachelor of Mechanical  
Engineering

## 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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