

# 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 (Marketo, Salesforce, HubSpot)  
Business Analytics (GA, GTM, Mixpanel, LeadFeeder)  
Search Engine Optimization  
Public Speaking  
Conversion 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

### Product Marketing Manager

Indellient Inc (Current)  
Crafting Go-To-Market strategy for a spinoff DevOps company, ShuttleOps.

### Optimization Specialist

Toronto Film School & Yorkville University  
Feb, 2018 - March, 2019

*Achievements:* Fueled 500% growth in International Student Enrollment, increased the conversion rate on the website by 30%, coded and deployed a Machine Learning model to switch website Headlines in real-time, worked closely with Google's team to create and refine lead attribution model for our multi-million dollar Adspend.

### 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

### Passion Projects Featured By Top Media Outlets

The Next Web / LifeHacker  
Kitchener Post / The Record

### Sarim Haque (MBET'15) hacks growth at Caspy

University of Waterloo's Alumni Success Blog

### Growth Hacker of the Year Award (2018)

Yorkville Education Company (Previous Employer)

## SIDE PROJECTS

### Block Facebook Chrome Extension

Coded in less than 2 hours, the Chrome Extension has reached 4700+ 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 multiple media outlets and has received support and love from activists all over the world.

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

**Get in touch with me at  
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