Sarim Haque

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Toronto, Canada

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.

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

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.