

SARIM
HAQUE

Growth Marketer

P: (519) 721-3984
E: sarim.haque@uwaterloo.ca

Goal

To create amazing experiences for your users with my coding skills, my eye for UI/UX design and my marketing knowledge.

Strengths

Digital Marketing

Product Management

Creative Development

Project Management

Graphic Design

Full Stack Developer

IT Skills

• C# Development

• ASP.NET

• Javascript Development

• Photoshop

• Illustrator

• After Effects

• Node.js

• CSS

• HTML

• Google Analytics

• Mixpanel

• MailChimp

• R Language

• Google Ad-Words

Work Experience

Mar 2016 - Present

Growth Marketer / Product Guy - Caspy

At Caspy, we have learned to do more with minimal resources. Since we are a small team; I am able to test, fail, and learn at a much higher frequency than I would have at a larger organization. Here are few of my wins working for Caspy:

- 4 successful product launches.
- 40000+ page views without spending a single dime on ads
- A twitter shoutout from Alexis Ohanian, founder of Reddit.
- Growth Hack Products used by 7500+ leads.
- 5 features in both online and print media.

Feb 2014 - Apr 2014

Management Trainee, PPC - Atlas Honda

I learned crisis management at Atlas Honda. I was part of a large team that ensured production lines never stopped due to raw material shortages. I took on some challenging projects—such as managing the dispatch of an export lot—and also performed day to day management tasks, such as creation of daily product reports from SAP.

Sept 2013 - Jan 2014

Project Trainee - GlaxoSmithKline

At GSK, I was part of a team that successfully deployed an Enterprise Asset Management software. I was responsible for the data migration and software validation phase of the project. It was my first experience working with a multinational team with members distributed across 3 different countries and 5 separate locations. The experience helped me strengthen my communications skills and turned me into an Excel Expert (writing Microsoft Excel macros was my gateway into coding).

Education

Sep 2014 - Oct 2015

Master Of Business, Entrepreneurship & Technology, University of Waterloo

My Masters was a rundown of how to build and scale unicorn startups. Coming from an Engineering background, MBET has helped me develop a unique perspective of the business world and has enabled me to perform cross-pollination of ideas when solving problems.

Courses:

• Marketing

• Strategic Management

• New Venture Creation

• Social Entrepreneurship

• Finance and Accounting

• Business Leadership

• Innovation Management

• Entrepreneurial Technology Applications

Sep 2009 - Jul 2013

Bachelor of Mech. Engineering, National University of Sciences & Technology

My Engineering degree has turned me into a compulsive problem solver. Whether it's a design problem, a statistical problem, or a problem of explaining complex technical concepts in layman's terms, I have used my training as an Engineer, on multiple occasions, to find creative solutions for complex problems.