

Urim Aliu

B2B Marketer, Software Developer & Product Builder

SUMMARY

I have a hunger for all things business growth & love of problem solving. As a B2B marketer, I have a successful track record of generating demand and driving growth at roles I held through effective GTM strategies. As a software developer, I enjoy building and launching full stack web applications that solve real world problems. As a self-motivated learner who thrives on new challenges, I am looking to bring my skills to a tech company with global reach.

WORK EXPERIENCE

Growth Marketer Lead at Planitar.com | Waterloo, ON

January 2022 — Present

- Overseeing multichannel digital campaigns, collaborating with agencies, conducting market research, and analyzing performance to optimize lead generation and progress them effectively through the sales funnel.

Daily tasks:

- Developing marketing tactics that aligned with the organization's business goal
- Managing campaigns across various digital channels, including email, social media, search engines, and display advertising
- Working alongside agency partners to develop campaign creative, audiences and execute across mediums
- Measuring and reported on the performance of digital marketing campaigns with a focus on driving inbound leads that move through the funnel
- Conducting market research and analyzed trends to identify new opportunities and improve campaign performance

Founder at kwkly.ca | Kitchener, ON

June 2020 — December 2021

Successfully developed and launched a scalable ecommerce app for ultra-fast delivery of groceries and everyday essentials.

Product Manager at Wurth Canada | Guelph, ON

October 2019 — June 2020

Introduced new products to the market and improved existing products by identifying gaps and trends in the market.

Category Manager at Fastenal Canada | Guelph, ON

May 2015 — September 2019

Maintained multiple product lines and relationships with suppliers and vendors, managing product flow both domestically and internationally.

Awards

Wilf Rieck Pitch Day at Conestoga Venture Lab | Boston, MA

October 2021

Won first place at pitch competition with **kwkly.ca** out of 30 + ventures

CONTACT

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SKILLS

Demand Gen

Data Analysis

Product Development

Visual Communication

Brand Development

Vendor Management

HTML/CSS/JS

React

Node

MongoDB

OOP

TOOLS

Hubspot

GAanalytics

SEMRush

Wordpress

EDUCATION

Conestoga College

2012 - 2015

Major: Marketing