

Urim Aliu

Growth Marketer, Product Builder & always learning

SUMMARY

I have a hunger for all things business growth & love of problem solving. As a growth 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 an organization with national reach.

MOST RECENT WORK EXPERIENCE

Head of Growth at [Geomate.ca](https://geomate.ca) | Kitchener, ON

September 2023 — Present

- In charge of building from scratch and executing GeoMate's go-to-market strategy to grow inbound and outbound leads for multiple verticals including leads from the Public sector as well as those in the Autonomous Driving industry
- **Key Achievements** in the first 6 months: [see here](#)

Daily tasks:

- Working closely with Leadership, Sales, and Technical teams to accelerate growth
- Managed and directed a team of 3 marketing professionals including providing direction on copy and other creative needs.
- Continuously improving and optimizing the marketing website for SEO
- Developing and supporting inbound/outbound lead gen campaigns for digital and offline channels including SEM/PPC, Social, Display/Retargeting, Events, Webinars, and Email Nurture/Drip campaigns.
- Monitoring and reporting on lead gen efforts through a variety of platforms such as Google Analytics, Google Search Console, Looker Studio, SEMRush, Hubspot.

Growth Marketer Lead at [Planitar.com](https://planitar.com) | Waterloo, ON

January 2022 — September 2023

- 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

CONTACT

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SKILLS

Demand Gen

PPC

SEO/SEM

Data Analysis

Product Development

Brand Development

Programming

Vendor Management

TOOLS

Hubspot

GAAnalytics

SEMRush

Adobe Suite

HTML/CSS/JS

React

Node

MongoDB

Wordpress

Webflow

Clickup

Jira

MS Office

EDUCATION

Conestoga College

2012 - 2015

Major: **Marketing**

PERSONAL PROJECTS

Founder at communihub.io | Kitchener, ON

February 2023 — Present

Working closely with a team of developers, I lead as the Product Owner in creating Communihub from the ground up. This full-stack SaaS platform is designed to empower Business Incubators and Membership Organizations to efficiently manage their communities through a single integrated system.

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.

PAST WORK EXPERIENCE

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 | Kitchener, 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 | Kitchener, ON

October 2021

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