

# Urim Aliu

Growth Marketer and Product Builder

## SUMMARY

Creative, technical, growth marketer with a deep interest in digital marketing fundamentals. Proven track record of creating and implementing successful marketing strategies. Looking to bring my skills to a dynamic and diverse tech team/org with global reach.

## WORK EXPERIENCE

### Growth Marketer Lead at Planitar.com | Waterloo, ON

January 2022 — Present

- In charge of growing one of Planitar's channels through brand awareness, lead generation and lead management activities.

#### Daily tasks:

- Collaborating with Marketing, Sales, and Customer Experience teams to develop and execute programs that create awareness and generate demand.
- Managing and developing new inbound and outbound lead generation campaigns through various channels such as SEM/PPC, social media, display and retargeting, and email nurture campaigns.
- Reviewing sources and steps of the buyer's journey to uncover problems, deploy solutions, and identify areas to grow.
- Coordinating and managing with partners, agencies, and vendors.

### 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

Programming

## TOOLS

Hubspot

GAanalytics

SEMRush

Wordpress

HTML/CSS/JS

React/Node.js

## EDUCATION

### Conestoga College

2012 - 2015

Major: Marketing