

Urim Aliu

Marketing Leader, Problem Solver & always learning

SUMMARY

I am a growth-focused marketing leader with a track record of building high-performing teams and developing digital marketing infrastructure to drive brand and business growth. Experienced in B2B and D2C marketing, I specialize in digital strategy, paid media, SEO, email marketing, and UX/UI optimization. I thrive on data-driven decision-making and cross-functional collaboration to align marketing initiatives with business goals. Currently leading marketing at Alchemy, where I'm rebuilding the digital marketing engine to scale demand and increase customer acquisition.

CURRENT WORK EXPERIENCE

Senior Marketing Manager at [Alchemy](#) | Kitchener, ON

June 2024 — Present

- I report directly to the CEO, managing a six-figure marketing budget while leading a team of three in-house marketers and two external agencies to grow both D2C and B2B channels, and I'm currently rebuilding Alchemy's digital marketing system to create scalable, automated processes that support the company's annual growth goals.
- **Key Achievements** in the first 6 months
 - Developed the 2025 marketing budget with the CEO & CFO, increasing spending by 30% to scale digital marketing and expand the team.
 - Implemented a new SEO and content strategy, increasing organic traffic by 27% and boosting inbound lead generation from 30 to 50 MQLs per month.
 - Built a full-funnel paid media strategy (SEM, PPC), optimizing ad spend to drive a 15% increase in D2C sales.
 - Developing HubSpot marketing infrastructure from the ground up to automate lead processing, nurturing, and routing.

Daily tasks:

- **Strategy & Leadership:** Work with Leadership, Sales, Product, and R&D to develop annual and quarterly growth plans. Meet weekly with Product and Sales to review KPIs and marketing impact.
- **Team & Project Management:** Manage a team of Creative Manager, SEO Specialist, Social Media Comms Specialist, Content Writer, and CMS & UI/UX Specialist. Provide mentorship, oversee project planning, and ensure alignment with company goals.
- **Digital Marketing Execution:** Oversee SEO, SEM, email marketing, UX/UI improvements, and digital advertising.
- **Process & Reporting:** Oversee tracking of team KPIs through implementation of weekly 1:1 check-ins with team members to track progress, as well as hold weekly team kickoff meetings, and review performance dashboards to drive continuous improvement.

CONTACT

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SKILLS

Marketing Leadership

Strategic Planning

Digital Marketing

Brand Management

Product Development

Data Analysis

Programming

Relationship Selling

TOOLS

Hubspot

GA4

GConsole

Looker Studio

SEMRush

Adobe Suite

Wordpress

Webflow

OpenAI API

Notion

Jira

MS Office

MOST RECENT WORK EXPERIENCE

Digital Marketing Manager at [GeoMate](#) | Kitchener, ON

September 2023 — June 2024

- 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](#) | 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

EDUCATION

Conestoga College

2012 - 2015

Major: **Marketing**

PERSONAL PROJECTS

Founder at [CommuniHub](#) | 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.

VOLUNTEER WORK

Subject Matter Expert at Conestoga College | Kitchener, ON

May 2024 — Present

I volunteer at Conestoga's College Centre for Entrepreneurship as a marketing subject matter expert. In this capacity, I work with aspiring entrepreneurs and business owners, providing them with guidance on marketing strategies and helping them bring their projects and ideas to market successfully.