

# Tarek AlKhatib Growth Marketer & GTM Engineer

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## 👤 PROFILE

Trilingual and startup-native. I've done growth, GTM, and customer success, often all at once. I like building things from scratch, figuring out what works, and owning it end to end. Currently Montreal based, looking for remote positions outside of Canada.

## 📁 EXPERIENCE

### Customer Success Intern, Vessel 01/2026 – Present | Montreal, Canada

- Built a real-time client dashboard with Coefficient, Google Sheets, and HubSpot with 30+ data points covering churn risk, upsell potential, and contract status - used daily by CS, GTM, and compliance teams to drive forecasting and account decisions
- Migrated client data to Vessel's platform using Python scripts and built onboarding workflows that meaningfully cut time-to-value for new clients, the system was adopted as a Claude-powered tool across the entire CS team. Saved CS team 5+ hours/week on migration
- Built demo environments and completed compliance scans (KYC/KYB/AML) via Plaid that gave the sales and CS teams what they needed to move faster and stay clean
- Worked across Pylon, Coefficient, Notion, and Linear - making sure nothing fell through the cracks in a fast-moving fintech environment

### Growth Marketing Lead, Studyland, Minimal Site 07/2025 – 12/2025 | Toronto (Remote)

- Grew two early-stage SaaS products from 0 to 10K+ visitors in under 4 months on under \$2K spend, converting 2K+ visitors into 140+ registered users plus landing/onboarding improvements that reduced friction.
- Structured a \$3K/month paid growth plan across Google, Meta, TikTok, and LinkedIn with defined CAC targets and GA4 funnel tracking
- Overhauled UX on key conversion flows including landing pages and a 3-step onboarding builder, directly improving activation rates across both products

### Marketing & Startup Scouting Intern, Hyperion Lab 03/2022 – 09/2022 | Amsterdam

- Scouted 50-100 startups per cycle and onboarded 15 into Hyperion Lab's NVIDIA-powered incubator, including AI-native companies like Fyma and OMRT at a time when the category had little visibility
- Grew social engagement 2x and followers 50% over 6 months through performance-tracked content campaigns
- Organized user-facing events and community touchpoints, helping nurture long-term loyalty and strengthen user-brand connection

### Growth Marketer & Consultant, Freelance 02/2025 – present | Montreal

- Offering full-stack marketing across SEO, CRO, email, organic, social, and paid (+ web dev and design) to a number of clients in early-stage B2C products
- Drove significant traffic increase for a client with 6K organic followers by building a high-converting landing page that became a primary revenue source
- Managed full lifecycle marketing across 3 clients including Meta and Google campaigns, Klaviyo flows, and A/B testing frameworks

### UX & Web Content Assistant, NSERC ResNet (McGill University) 02/2024 – 05/2025 | Montreal

- Redesigned and re-architected the full ResNet website from the ground up, improving indexability and discoverability using UX and information architecture best practices

## 🎓 EDUCATION

**McGill University**, Master of Information Studies 2023 – 2025 | Montreal, Canada  
UX Design. CGPA 3.73

**Erasmus University Rotterdam**, 2020 – 2023 | Rotterdam, Netherlands  
Bachelor of Communication and Media  
CGPA 3.4