

# KAZI HABIB

AI Digital Marketing Specialist

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## SUMMARY

15+ years in pharmaceutical sciences and life sciences marketing across pharma manufacturers, medical devices, and CROs. Currently building AI-powered marketing systems, SaaS products, and full-stack agency services. Builder-operator who works embedded in teams or delivers as engagements.

## EXPERIENCE

**Sales & Marketing Manager — ARSI Canada Inc.** Jul 2023 — Present

- Built the digital marketing function from scratch for a North American pharma CRO/CDMO
- 40% qualified lead growth, 25% revenue growth, \$7.50 cost per lead
- Persona framework, SEO foundation, content strategy, B2B lead engine
- Led team of 3 direct reports

**Marketing Automation Administrator — Dalton Pharma Services** Jan 2020 — Jun 2023

- SFMC and Pardot administration for a Toronto-based CDMO
- 15x ROI on digital engagement campaigns
- Lead scoring, nurture infrastructure, campaign attribution

**National Commercial Lead (founding hire) — VivaChek Laboratories** Nov 2015 — Sep 2019

- First commercial hire at a medical device manufacturer (glucose monitoring)
- Built national distributor network and 22-rep sales team from zero
- #1 glucometer market position, 200% market growth, 35% share in 18 months

**Brand Manager (Nutraceuticals) — Beximco Pharmaceuticals** Feb 2013 — Nov 2015

- Launched the nutraceutical business unit
- SlimoMeal and DiaMeal product lines — brand strategy, positioning, sales enablement

**Product Specialist — Novo Nordisk** 2009 — 2013

- Diabetes and insulin portfolio
- HCP engagement, KOL development, regional sales execution

## VENTURES (CURRENTLY BUILDING)

**TechGizmo Digital** — AI marketing & automation agency. 12 services across content, automation, custom software.

**FitFixLife + ACIS** — AI-automated consumer health content brand. Runs on 45 min/week. 92% organic traffic.

**PharmoniQ** — SaaS for pharma CRO/CDMO matching. 270+ companies, 20 service categories.

**SpekTree** — AI nutrition intelligence platform for pediatric ASD families.

## CORE SKILLS

Pharma & life sciences marketing · B2B lead generation · Marketing automation (HubSpot, Salesforce, Pardot, SFMC) · SEO & content strategy · AI agent development · SaaS product strategy · Team leadership · Brand launch · Sales enablement

## CREDENTIALS

Digital Marketing Certificate — York University

Project Management Professional (PMP)

MBA in Marketing — American International University-Bangladesh

B.Pharm — University of Asia Pacific