

AALIYAH PICANSO

CONTACT

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ABOUT ME

With a proven track record of over 7 years in developing and executing marketing campaigns for leading consumer brands, I bring a results-driven approach focused on driving tangible outcomes in brand awareness, content engagement, and social metrics. I am dedicated, work hard, and results driven.

EDUCATION

THE AMERICAN UNI. OF PARIS

Bachelor of Arts in Psychology
2013-2017

THE AMERICAN UNI. OF PARIS

Bachelor of Arts - Global
Communications
2013-2017

SKILLS

- Email marketing
- Sales enablement (presentations)
- A/B testing, audience segmentation
- Copywriting
- Market research and analysis
- Social media management
- Project Management
- Content Creation (written/video)

WORK EXPERIENCE

DIGITAL MARKETING MANAGER

D3 LLC (APRIL 2023 - PRESENT)

- Established in-house knowledge of marketing content leveraged by the sales team, improving customer lifetime value.
- Successfully executed end-to-end website launch projects, taking ownership from inception to completion, including creating all copy content, ensuring alignment with brand messaging and SEO best practices, and overseeing the implementation of design elements and functionality.
- Directly manage and curate content for four social media channels across four subsidiaries, overseeing content creation, scheduling, posting, and performance analysis to ensure cohesive brand messaging and optimal engagement across platforms.
- Managed the distribution of internal company news on an international scale, ensuring visibility across all entities to foster cohesion and alignment within the organization.
- Created engaging articles and blog posts aimed at increasing visibility and brand awareness, utilizing SEO best practices and industry insights to drive organic traffic and enhance online presence.

CERTIFICATIONS

GOOGLE ANALYTICS

April 2024 - April 2025
GOOGLE Academy

GOOGLE ADS MEASUREMENT

April 2024 - - April 2025
GOOGLE Academy

PRODUCT MARKETING MANAGER

PRODUCT MARKETING SPECIALIST

Vicon Industries (NOVEMBER 2019 - DECEMBER 2023)

- Managed total of 27 product launches across three product categories, backed by a paid advertising , webinars, email, and social strategy.
- Created and managed campaigns using HubSpot, resulting in a 28% decrease of unsubscribes and increase of 35% in followers for social.

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CERTIFICATIONS

SOCIAL MEDIA MARKETING II

April 2024 - April 2026
HubSpot Academy

EMAIL MARKETING

April 2024 - April 2026
HubSpot Academy

INBOUND SALES

April 2024 - April 2026
HubSpot Academy

TIKTOK MANAGEMENT

April 2024
TikTok University

LANGUAGES

ENGLISH

Native

SPANISH

Fluent

FRENCH

Fluent

PRODUCT MARKETING MANAGER (CON'T)

PRODUCT MARKETING SPECIALIST

Vicon Industries (NOVEMBER 2019 - DECEMBER 2023)

- Developed and published content updates to Wordpress, resulting in an increase of 25% user satisfaction.
- Assisted with Hubspot migration from ActiveCampaign for both CRM and inbound marketing, developing the first email drip campaign strategy for leads
- Managed and ideated marketing efforts for each tradeshow (i.e. ISC West), including email campaigns, booth design/signage, advertising, press, sales education, customer/lead outreach, and personally attended every show.
- Created presentations, video demos, and product briefs to educate the sales team on new products and software updates.

MARKETING COORDINATOR

BEDGEAR (SEPTEMBER 2018 - NOVEMBER 2019)

- Communicate brand and product updates with cross-functional teams and external partners to ensure company and retailer websites and social media channels remain consistent and up to date.
- Support regionally based teams in the United States and overseas on multiple marketing, retail, and brand ambassador initiatives.
- Organize the development and delivery of all marketing materials for meetings, events, product demonstrations, sales conferences, and press events, as well as
- Assist Senior Global Brand Manager with the development and management of budgets and P&Ls.
- Maintain content calendar for promotional & partnership programs to ensure deadlines are met and materials are delivered on time.
- Develop and maintain an online hub of marketing assets so all appropriate internal teams and external agencies can access current information.

SOCIAL MEDIA SPECIALIST

GiGi New York/Graphic Image (February 2018 - September 2018)

- Developed social media calendar, which included scheduling email blasts, social media posts, marketing campaigns and website updates
- Strategized social media campaigns for clients, helping to meet goals and reach untapped potential customers
- Increased audience engagement with brand websites by finding and integrating relevant videos, tweets and other online content
- Managed relationships with high-profile clients and translated marketing and social media needs into results-driven strategies
- Tracked and analyzed social media and online marketing initiatives