

# AALIYAH PICANSO

## MARKETING PROFESSIONAL

### PROFESSIONAL SUMMARY

Driven marketing professional with over 5 years of experience developing and executing marketing campaigns for top consumer brands. Strategic and innovative passion for driving brand awareness, product performance and ROI.

### CONTACT INFO

**Email:** aaliyah.picanso@icloud.com

**Phone:** (631) 388-4723

**Address:** 4299 Express Drive North,  
Ronkonkoma, NY 11779

LinkedIn:

[www.linkedin.com/in/aaliyahpicanso](http://www.linkedin.com/in/aaliyahpicanso)

### EDUCATION

#### DOUBLE BACHELOR OF ARTS IN GLOBAL COMMUNICATIONS AND PSYCHOLOGY

THE AMERICAN UNIVERSITY OF  
PARIS (2013-2017)  
*HONORS FALL & SPRING SEMESTER  
OF 2017*

### CORE COMPETENCIES

- Content Creation (video, copywriting, image editing, photoshoots)
- Social Media Marketing
- Competitive Analysis
- Email Marketing and automation
- Paid digital advertising
- SEO/SEM
- UI/UX Design
- Go-to Marketing Campaigns
- Sales Support

### CERTIFICATIONS

Google Analytics IQ Certification  
(2022)

Google Ads Certification (2022)

HubSpot Content Marketing  
Certification (2022)

### EXPERIENCE

#### Marketing Manager

NOV 2023 - PRESENT

Cerby

- Create integrated marketing campaigns based on market segments to gain new customers
- Apply an experimentation mindset to marketing campaigns to drive, test, learn, and optimize
- Work with marketers across our team and in our company to ensure proper messaging, timing, and execution of multi-channel campaigns
- Plan seamless integration of competitive campaigns and alliance partner campaigns within the prescriptive buyer journeys and overall segment campaign plans
- Align with SDRs on results of top funnel campaigns, gain anecdotal feedback, and generate ideas for campaign optimizations

#### Product Marketing Manager

AUG 2021 - NOV 2022

#### Product Marketing Specialist

DEC 2019 - JULY 2021

Vicon Industries

- Spearhead product marketing effort by integration and differentiating company offerings
- Expertly teach the sales team of competitive analysis found, as well as scripts, emails and drip campaigns
- Designed and maintained website on a customized WordPress theme, and updated regularly
- Tailored marketing campaigns to focus on demographics that showed outsized interest
- Scripted video and served on location to ensure the project followed the original vision and provided changes while maintaining branding goals when needed
- Oversee key marketing channels which include emails, webinar, free software downloads, trade shows white papers, as well as SEO/SEM optimization

## SKILLS

Content Marketing



Social Media



Website Management



Hubspot



Analytical Skills



## LANGUAGES

English: Native



Spanish: Fluent



French: Fluent



## EXPERIENCE CON'T...

**Marketing Coordinator**  
BEDGEAR

SEPT 2018 - NOV 2019

- Developed and implemented favorable pricing structures balancing firm objectives against customer targets
- Worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings
- Partnered cross functionally to identify marketing opportunities to support brand objectives
- Developed creative sales tools, including presentations, trend reports, kitted assets, and product data sheets

**Social Media Specialist**

GiGi New York/Graphic Image

FEB 2018 - SEP 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

**DIGITAL MARKETING ASSISTANT**

LutherSales

AUG 2017 - FEB 2018

- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages
- Created unique and engaging content for range of social media platforms including Pinterest, Twitter and Instagram
- Performed market analysis and researched latest trends
- Developed email campaigns and made regular changes to website