

Aaliyah Picanso



Digital Marketing Manager

Contact



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About Me

Hello! I'm Aaliyah (uh-li-uh), a marketing strategist with a global perspective and a passion for impactful storytelling. With over seven years of experience, I specialize in creating data-backed campaigns that engage diverse audiences. I embrace innovation and am not afraid to fail—every challenge is an opportunity to learn, refine, and drive even greater results.

Skills

- Management Skills
- Creativity
- Digital Marketing
- Negotiation
- Critical Thinking
- Leadership
- Content Creation

Education

- **Bachelor of Global Communications**
The American University of Paris 2013-2017
Developed expertise in strategic communication, marketing, branding, and consumer engagement across international markets.
- **Bachelor of Psychology**
The American University of Paris 2013-2017
Gained a deep understanding of human behavior, cognitive processes, and psychological principles to analyze and influence decision-making and consumer behavior.

Experience

- **Digital Marketing Manager, Americas Region**
DIAM Retail & Merchandising Group April 2023 - Present
 - Lead and execute high-impact digital marketing strategies for D3 LLC and five subsidiaries across North and South America, driving brand growth and market expansion.
 - Designed and mapped the UI/UX for a client dashboard, enhancing user experience and engagement.
 - Managed agencies to develop and launch websites for multiple brands, ensuring seamless functionality, strong branding, and optimized performance.
 - Develop and oversee comprehensive digital campaigns, integrating paid advertising, social media, and customer journey mapping to optimize engagement and conversions.
 - Analyze market trends and competitive landscapes to identify opportunities, mitigate risks, and adapt strategies for sustained growth.
 - Partner with global digital teams to align branding, messaging, and sales funnel optimization for a cohesive and effective communication strategy.
 - Drive brand visibility and performance across key digital platforms, leveraging Google, Instagram, LinkedIn, and TikTok to create compelling content and high-performing ad campaigns.
 - Lead monthly performance reviews with senior leadership, translating analytics into strategic insights that enhance digital effectiveness and ROI.
 - Manage media agencies and marketing budgets, refining investments to attract high-quality traffic and maximize profitability.
 - Champion data-driven decision-making, ensuring key stakeholders are aligned with growth strategies through clear, actionable insights.
 - Oversee internal company communications, ensuring clear and effective messaging for employees and clients.
- **Product Marketing Manager**
Vicon Industries November 2019 - December 2023
 - Drove product launches, feature upgrades and marketing campaigns; successfully increased user acquisition revenue by 20% quarter over quarter.
 - Developed market research projects to gain insights into user behaviors and preferences; identified and leveraged new opportunities in the market, resulting in an increase of lead generation by 30%.

Languages

- English: Native
- French: Fluent
- Spanish: Fluent

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

Google Analytics

April 2024 - April 2025

Google Academy

Google Ads Measurement

April 2024 - April 2025

Google Academy

- Defined and implemented go-to-market strategies; optimized product positioning to drive growth, resulting in a 25% increase in overall customer satisfaction.
- Assisted with Hubspot migration from ActiveCampaign for both CRM and inbound marketing, developing the first email drip campaign strategy for SDR outreach.
- 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.
- Managed product demos and trained sales teams on product capabilities.

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

November 2017 - 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.