

Alissa Mannarino

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Marketing Technology

Monday.com, Asana, Canva, Microsoft 365, Moz, WordPress CMS, Optimizely CMS, Hubspot, Marketo, Figma, Ion Interactive Content; Familiar with: Adobe InDesign & Photoshop, GA4, Seismic, HTML, Generative AI

Skills & Experience

B2B Content Marketing Strategy & Design, Copywriting & Editing, Employer Branding, Website Management, Digital Marketing, Search Engine Optimization (SEO), Sales Enablement, Account-Based Marketing (ABM), B2B Product Marketing, Agency Marketing and Events, Project & Vendor Management, Email Marketing

Senior Marketing Manager, North America, Mott MacDonald, New York, NY

5/2024-Present

- Establish team processes for collaborating effectively across different regions, aligning on KPIs, and reporting on marketing effectiveness
- Lead the external content and social media strategy for North America, managing a team responsible for delivering engaging content and campaigns
- Work closely with global stakeholders to ensure our local messaging aligns with overall company goals
- Manage the marketing tech stack and provision team licenses and training as needed
- Write content and manage page updates to the North American website
- Work with internal experts to write and edit thought leadership, sales enablement, and RFP content
- Serve as final approval for most public-facing content

Content Marketing Director, Tandym Group, New York, NY

3/2020-11/2023

- Worked cross-functionally with key stakeholders to develop a content marketing strategy that increased brand awareness, drove engagement, and generated leads for our Life Sciences, Healthcare, Professional, and Technology business
- Wrote and designed emails, blog posts, sales materials, eBooks, interactive infographics, videos, and paid social media graphics for high-priority campaigns (garnered 600+ leads & 6 signed contracts through campaigns promoting our annual Talent Guide in 2023)
- Served as the owner of 5 company websites—responsible for implementing website content strategies, landing pages, redirects, and migrations that optimized traffic and increased conversions (partnered with agency to implement SEO improvements that resulted in a 1,000+% impression increase & 200+% website session increase YOY from organic search)
- Built the editorial calendar in Asana and provided 4 content writers and jr. designers with editorial guidance and approval
- Managed partnerships with SEO, web development, employer branding, and creative agency vendors
- Negotiated annual marketing vendor contracts to remain within the forecasted budget
- Played a pivotal role in the company rebrand from The Execu|Search Group to Tandym Group in June 2022 (co-led the effort with Tandym's CMO, together aligning on and implementing the new company name, messaging, and branding internally and externally)

Product Marketing Manager, StoneShot, New York, NY

3/2018-3/2020

- Served as the sole marketer for StoneShot's SaaS product across the US and UK, reporting directly to the company founder and CEO
- Managed StoneShot's online presence across social media and various other channels
- Produced and edited content for the company blog and website, including whitepapers and landing pages
- Built and managed partnerships with outside agencies and vendors
- Wrote, launched, and reported on email campaigns sent to financial services marketers through the StoneShot platform
- Worked directly with design, development, and account teams to project manage and execute various product marketing initiatives
- Planned and organized our company presence at industry-related events, while staying on-brand and within budget

Associate Product Marketing Specialist, Canon USA, Melville, NY

6/2016-3/2018

- Managed Canon's enterprise technology partnerships with 'Box,' and startup company, 'mxHero'
- Worked cross-functionally to bring new enterprise products to market
- Wrote copy for various marketing and communications pieces, including press releases, sell sheets, Canon reseller memos, and the monthly Canon dealer-facing newsletter
- Supported the direct sales channel and field sales teams with product positioning, dealership visits, and product trainings
- Created sales training courses, marketing collateral, and promotional programs for product offerings
- Developed trade show sponsorship strategies and messaging, and attended to represent the Canon brand

Corporate Marketing Coordinator, Dentsu Creative (Formerly 360i), New York, NY

3/2015-5/2016

- Managed design and copy updates to the 360i website, and wrote and edited blog posts that promoted agency work
- Generated content across corporate social media platforms, including Facebook, LinkedIn, Instagram and Twitter
- Assisted in planning and managing internal and external corporate agency events, including the annual client summit (300+ attendees) and internal team offsite
- Project managed various corporate marketing initiatives, including award submissions, and multi-purpose internal design and development projects
- Worked closely with accounting to monitor the marketing budget and team expenses

Marketing Coordinator, Crain Communications, Inc., New York, NY

6/2014-3/2015

- Managed the promotion and production of Pensions & Investments' sponsored webinars (35+ annually)
- Assisted with marketing and promotions material for Pensions & Investments' print and online products
- Worked directly with leading financial services clients to manage timelines for all webinar deliverables and train speakers
- Wrote bi-weekly articles on behalf of Pensions & Investments for the Crain Communications internal newsletter

Education

Pace University, BBA, Marketing

GPA: 3.44