

HALEY PEREYO

MARKETING MANAGER

CONTACT

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- 📍 Long Island, NY

PROFILE SUMMARY

Strategic and creative content professional with experience in content creation, copywriting, and digital storytelling across B2B and B2C industries. Proven ability to develop and execute brand-aligned content strategies that drive engagement, boost visibility, and support business growth. Strong background in online media, with a sharp eye for detail, audience insight, and cross-platform storytelling.

EDUCATION

- 2015 - 2019
HOFSTRA UNIVERSITY
- Bachelors in Journalism

WORK EXPERIENCE

Tensator FEB 2024 - NOV 2025
Content Marketing Manager / U.S. Marketing Manager

- Led U.S. marketing strategy for a global customer guidance and safety solutions brand, aligning regional initiatives with global objectives to increase brand visibility and market share.
- Developed and executed targeted content marketing campaigns across digital channels including website, email, social media, and paid media.
- Owned and managed U.S. content calendar and messaging framework, ensuring consistency across product launches, case studies, industry thought leadership, and sales collateral.
- Collaborated closely with the sales team to develop high-converting assets such as brochures, landing pages, and email nurture sequences tailored to U.S. customer segments.
- Directed SEO strategy and optimized U.S. website content, improving organic search rankings and increasing qualified traffic.
- Managed U.S. PR outreach, press releases, and partnerships to enhance brand positioning in key verticals such as retail, transport, and public safety.

SKILLS

- Content Strategy & Planning
- Editorial & Brand Guidelines
- SEO & Keyword Research
- CMS Management (WordPress, Contentful, etc.)
- Copywriting & Editing
- Social Media Content
- Press Releases
- Speechwriting
- Email Marketing
- Analytics (Google Analytics)
- Cross-Functional Team Leadership

CVS Media Exchange JAN 2023 - JAN 2024
Content Strategy Manager

- Ensured that content strategy met retail media business objectives. Developed and directly influenced brand marketing strategy from inception, including brand narrative, cohesive messaging, and visual identity.
- Developed content governance guidelines for tone, style, and voice of all content and ensured they were followed
- Strategized content pillars and sub-pillars, planned the editorial calendars and content proposition, and collaborated with content management, creative, business and cross-functional product teams to implement the strategy.
- Create and execute digital marketing strategies to grow the B2B customer base, including social media strategy, paid media advertising, and public relations.

TOOLS

Adobe Creative Suite | Canva
WordPress | HubSpot | Asana | Trello
| Google Analytics | SEMrush |
Grammarly | Figma |

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WORK EXPERIENCE

Westcor Land Title Insurance Company JUN 2019 - DEC 2022
Social Media & Communications Manager

- Create and execute digital marketing strategies to grow B2B customer base including social media strategy, paid advertising and public relations
- Liaison between the marketing team and 18 regional offices
- Develop and coordinate the integration of messaging consistent with the brand strategy
- Provide internal social and digital presence strategy assistance in collaboration with existing and new marketing strategies
- Manage the marketing calendar for four unique brands while executing the social media marketing for all channels
- Facilitated external social and digital strategy mentorship with our customers including hands-on training and guidance, as requested
- Management of the CEO, COO and CIO's digital presence entirely - including ghostwriting blog content, running social media accounts, and creating personal brand
- Management of public relations for multiple brands including maintaining media relations within the industry, writing press releases, etc.

Canon USA, Inc. JUN 2018 - AUG 2018
Social Media Intern

- Assisted in the coordination and execution of the company's social media strategy on Twitter, Facebook, Instagram, and LinkedIn
- Managed multiple social campaigns from ideation to execution
- Produced written copy, photographs and videos for posts across all of the company's social media accounts daily