

# 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

## 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

## 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.

**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