

# Aida Cubano

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Clifton, NJ 07012  
[aidacubano@gmail.com](mailto:aidacubano@gmail.com)

[973.568.6170](tel:973.568.6170)  
[www.linkedin.com/in/aidacubano](http://www.linkedin.com/in/aidacubano)  
[www.aidinstudios.com](http://www.aidinstudios.com)

## Web Design & Digital Marketing Professional

### Bridging the Gap Between Design & Technology

Creative communications expert experienced in visual design and digital marketing. Passionate about audience engagement and skilled at increasing website traffic and revenue, while reducing production time and costs. Personable and collaborative team player and leader committed to team goals. Critical thinker and problem solver with attention to detail and a background in art.

Expertise in:

- **Web Design & Development**
- **Digital Marketing**
- **Social Media & Lead Nurturing**
- **Graphic Design**
- **Print Production**
- **UX Design**
- **Brand Management**
- **SEO, Analytics & Reporting**
- **Industry Best Practices**
- **Audio & Video Editing**

## Professional Experience

**PNY Technologies**, Parsippany, NJ

2019 - 2020

### Digital Production Manager, Creative Marketing

2019 - 2020

Talented creative manager for web, digital marketing, and print production for a global technology leader in electronics manufacturing. Responsible for the company's digital presence, packaging design, and corporate brand.

- Led a 5-member team to implement the successful launch of the new PNY website with improvements to content organization, e-commerce, API integration, functionality, SEO and user experience. Results included a 117% increase in month-to-month page views and a 50% uptick in visits leading to increased sales.
- Established new and improved e-commerce backend, with detailed product attributes, intelligent site search, inventory management and support, coupons/promotions, cross-sell/up-sell items and automation workflows, which lead to higher conversions and contributed to a 200% increase in traffic and organic search.
- Responsible for daily updates of all company websites including the e-commerce site, multilingual reseller sites, and company intranet. Lead for web technical support, troubleshooting, and support tickets.
- Managed print production and packaging design for distribution at retail/e-tail stores. Created and art-directed assets for store displays, client proposals and showcases. Streamlined the design process by creating asset libraries and implementing print file requirements and delivery standards, increasing productivity by 40%.
- Responsible for brand and corporate identity, content creation, proofing and enforcing brand guidelines and style guides to ensure consistency across all consumer and commercial channels in both web and print.
- Marketing project manager for product launches, branding initiatives, lead nurturing, webinars and events delivering social media assets, copywriting, web updates, email campaigns, and surveys under strict deadlines.
- Managed email marketing platforms, developing and implementing responsive email templates, automation workflows, list segmentation, list cleaning and trigger emails, resulting in a 60% increase in opens.

**SIFMA**, New York, NY

2007 - 2018

### Senior Associate, Digital Communications, Corporate Communications & Marketing

2013 - 2018

Oversee design and optimization of digital and marketing content on behalf of industry-leading organizations in the Capital Markets. Creator of websites and email marketing featuring responsive templates and interactive user interfaces, working to promote audience engagement. Career history of training and supervising teams of staff throughout integration of new tools and features.

- Promoted and streamlined SIFMA's brand and position through association website and digital platforms, improving brand consistency and integrity.
- Trained staff in content management systems and WordPress, as well as responsive email creation and office suite templates, which resulted in higher efficiency rates for rapid turnaround time environment.
- Transitioned organization to new responsive email marketing platform which realized 70%+ cost savings, impacting > 50M emails sent annually.
- Streamlined and oversaw email marketing platform, creating responsive templates, scheduling, in-depth reports, and suggested improvements based on email analytics for clicks and opens.
  - Implemented strategies to trigger emails based on specific actions, profile forms, and page visits.
- Worked closely with events and sponsorship teams, and marketing strategists, promoting and launching sites and programs within budget and timeline for revenue generating professional development opportunities.
- Cut down production times across association by 40 - 50% by implementing new efficiencies and streamlining workflows.
- Managed and expanded digital presence through integrated online engagement strategies, using social media platforms, which created an ever-growing network, increased user engagement and increased website traffic.
  - LinkedIn, Twitter, YouTube, Vimeo, Livestream, Periscope, Facebook, Instagram, Apple News, Medium, Google Music, Sprout Social, Flickr, TINTmix, Pandora and Sound Cloud.

### **Manager of Web Development**

**2007 - 2013**

Oversaw all aspects of online presence for professional association representing broker-dealers, banks and asset managers with nearly 1M employees, providing access to capital markets.

- Increased page views by 35% over 5 years by completely redesigning organizational website, integrating expanded content management capabilities.
- Developed individual websites for 100+ conferences and events which generated 14.5K+ participants, contributing to > 10% improvement in yearly revenue from key programs.
- Performed quality control of digital assets across multiple online channels to ensure adherence to brand standards, evaluating functionality of website features to promote optimal user experience.
- Trained graphic design team in responsive e-mail templates for mobile devices, promoting audience engagement with information accessed through iPhone, Android, and tablet interfaces.
- Created responsive e-mail templates for mobile devices, fostering audience engagement with information accessed through iPhone, Android, and tablet interfaces.

### **Additional Relevant Experience**

#### **AIDIN STUDIOS, Clifton, NJ, Owner / Lead Designer**

Managed design and architecture of websites, overseeing coding, animation and audio content. Created interfaces for interactive multimedia programs. Developed websites and visual identities for clients including logos, brand guidelines, business and promotional materials. Ensured website optimization, including cross-browser and platform compatibility.

#### **CYBERACTION, New York, NY, Graphic Designer / Content Expert & Marketing**

Designed and managed web and print marketing to promote digital product. Art direction and design for content creation and packaging design for digital trading cards supporting marketing and licensing campaigns. Mediated communications between design and technology teams.

### **Education**

**Bachelor of Arts (BA), Studio Art; Graphic Design, Montclair State University, Montclair, NJ, 2007**

### **Technical Skills**

Adobe Creative Suite (Photoshop, Illustrator, Premier Pro, After effects, InDesign, Dreamweaver, Flash, Dimension), HTML, CSS, jQuery, JavaScript, DHTML, WordPress, HubSpot, Survey Monkey, Gleam, Responsive Design, UX Design, SEO, Scrum, Agile, Microsoft Office (PowerPoint, Word, Excel), Social Media, Search Engine Optimization, Google Analytics, AudioCatalyst, Microsoft SharePoint, Trello