

# Aimee Pagano

- ♣ [www.aimeepagano.com](http://www.aimeepagano.com) (portfolio)
- ♣ [www.linkedin.com/in/aimeepagano](https://www.linkedin.com/in/aimeepagano)
- ♣ [paganoaimee@gmail.com](mailto:paganoaimee@gmail.com)
- ♣ 1.773.742.2648

## EXPERIENCE

### HighRoad Solutions (HubSpot Diamond Partner), remote

Product/program manager, content strategist, rev enabler, and the voice for data integration, activation, and automation.

#### ›Director of Programming (3.20 – Current)

- Team manager of HubSpot and data integration consultants, onboarders, and content developers
- Continuation of below responsibilities

#### ›Senior Digital Advisor (2.18 – 3.20)

- Product marketing and roadmap manager for HighRoad's data integration software
- Creator of content strategy and thought leadership for partners, prospects, clients, and staff
- Revops manager for lifecycle initiatives, including marketing, sales, and services
- Presenter, consultant, and subject matter expert for HubSpot CRM and data activation services
- Program strategist for HubSpot onboarding, data integration onboarding, and client experience

### Content & Marketing Freelancer, remote (3.15 – 2.18)

Product marketer, sales enabler, and content strategist, primarily for SaaS/tech start-ups.

### Institute of Food Technologists, Chicago IL (4.11 – 3.15)

Omni-channel marketing lead for a food science and tech organization.

#### ›Marketing Manager

- Brand messaging and positioning manager
- Full lifecycle marketing manager
- Content/web developer and manager
- Lead adapter and staff onboarder to HubSpot
- Event communications manager, including scripts, slide decks, signage, and onsite programs

### SmithBucklin Corporation, Chicago IL

Marketing and communications lead with growing responsibility in the technology business unit (Microsoft, Oracle, SAP user groups) for a full-service agency.

#### ›Marketing Manager (11/06 to 4/11)

Supervisor of multiple teams. Served in a strategic and operational capacity, including resource and budget planning.

#### ›Senior Marketing Communications Coordinator (9/04 to 11/06)

Mentor for coordinator and assistant level positions with continued responsibilities below.

#### ›Marketing Communications Coordinator (11/02 – 9/04)

Marketing, communications, and brand manager. Served as key marketing liaison with clients, partners, and service teams. Summary of responsibilities included:

- Product/program full funnel marketing manager (packaging, pricing, go-to-market strategy)
- Brand manager, including identity strategies and messaging platform development
- Event communications manager, including press, onsite programs, scripts, and slide decks
- Press liaison, including press release development and distribution

**Data activist,  
visionary, and full-  
sensory storyteller.**

## By the numbers

- › 20+ years in marcom
- › 15 years in smartsch, content, data, and revops
- › 10+ years in CRM, iPaaS, and SaaS product marketing
- › 10 years in team management

## My secret sauce

- › Weaver of complex concepts into digestible, relatable content
- › Omni-channel content strategist and generator
- › Trend spotter and setter
- › World builder and visual storyteller
- › Data activator and translator
- › Magician PowerPoint presenter
- › Spinner of ambiguity into action and outcomes

## The SME in me

AI ♣ Automation ♣ B2B ♣  
Business req ♣ Content ♣  
CRM/AMS ♣ Data  
activation ♣ Data  
integration ♣ Data gov  
♣ Digital marketing ♣  
Implementation ♣ HubSpot  
♣ iPaaS ♣ Memberships  
♣ Personas ♣ Real Estate  
♣ RevOps ♣ SaaS ♣ Sales  
♣ Salesforce ♣ Smartsch  
♣ Services ♣ Subscriptions