LILIAN DELEO

Brand & Creative Marketer | Positioning, Storytelling & Integrated Campaigns

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SUMMARY

Creative marketer with five years of experience turning brand positioning into campaigns and content for agency clients, an early-stage business, and a high-growth tech company. Known for sharp copy, strong creative briefs, and close partnership with design. Pairs creative instinct with audience insight and performance data to keep the brand story sharp.

EXPERIENCE

Digital Marketing Manager | Coralogix | Boston, MA | *July 2025 – Present*

- Bring Coralogix's AI-native challenger positioning to life across paid, social, and web, writing creative briefs and partnering with design on campaign assets.
- Lead brand launches for major company milestones, including Coralogix's move from Visionary to Leader in the 2026 Gartner Magic Quadrant for Observability Platforms, running the cross-channel rollout and executive thought leadership through Gartner's approval process; LinkedIn ads drove ~5x the platform's average CTR.
- Manage a $750K annual budget across four digital channels, overseeing campaign execution that has influenced $40M+ in closed-won ACV.
- Develop social launch strategies for major company milestones, translating business news into cohesive brand storytelling across executive voices; coordinated ~10 executive LinkedIn posts for the $200M Series F announcement.
- Own the brand's social presence, including the LinkedIn company page, employee advocacy, event coverage, and product-launch storytelling, growing the organic audience 25% in three months; manage a freelance social coordinator.
- Lead cross-channel creative performance reviews across LinkedIn, AdRoll, and Influ2, turning the results into the format, copy, and visual standards that guide each quarterly creative refresh.
- Use A/B testing to refine brand messaging across channels, including one test that lifted conversions 5x.

Brand Marketing Consultant | Elite Air Training | Middlebury, CT | *May 2023 – May 2026*

- Built a new brand from inception, establishing its name, visual identity, brand positioning, and voice.
- Built the website and digital presence that carried the brand to customers.
- Grew the business from launch to 300 customers through digital marketing.

Marketing Campaign Manager | Odonnell Company | New Haven, CT | *Jan 2025 – Jul 2025*

- Worked across a diverse portfolio of public and private sector clients spanning public health, behavioral health, education, transportation, environmental protection, early childhood, and financial services.
- Partnered with account, creative, and content teams to align communications strategy, messaging, and campaign assets with each client's objectives and identity.
- Coordinated multi-channel campaigns across paid media, email, and SMS, keeping creative and messaging consistent from concept to launch.
- Built audience-focused campaigns grounded in client positioning, competitor research, and keyword trends.
- Turned performance results into clear recommendations that shaped messaging and creative direction.

Digital Marketing Coordinator | Odonnell Company | New Haven, CT | *Jun 2022 – Dec 2024*

- Wrote and optimized website copy in WordPress across multiple client websites, maintaining each organization's distinct voice while improving search visibility.
- Supported the execution of digital advertising and email campaigns across multiple client accounts.
- Researched audience needs, industry developments, and emerging issues to identify relevant messaging opportunities for clients.

EDUCATION

Bachelor of Science, Marketing & Management | Fairfield University | *May 2022*

SKILLS

Brand & Creative: Brand positioning, messaging frameworks, creative briefs, copywriting, visual identity, social storytelling
Design & Content Tools: Figma, Canva, Adobe Photoshop, Procreate, Cornell University Content Writing Certification
Marketing Platforms: LinkedIn Campaign Manager, Google Ads, AdRoll, Influ2, EveryoneSocial, SproutSocial
Web & Analytics: WordPress, Squarespace, SEMrush, GA4, HockeyStack, Salesforce, Marketo