

# ADRIANA SASSO

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## EXPERIENCE

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### Omnice

Oct 2024 - Present

#### Associate Product Marketing Manager

- Defining and executing go-to-market (GTM) strategies for new product launches, partnering with cross-functional teams to ensure market readiness and drive adoption
- Developing and delivering marketing collateral and sales enablement materials, including messaging frameworks, pitch decks, quoting guides, and competitive positioning to improve sales effectiveness
- Collaborated with Product and Sales teams to generate pipeline growth, optimize opportunity conversion, and accelerate sales cycles through targeted campaigns and customer-centric positioning

### Keysight Technologies

Jun 2021 - Oct 2024

#### Business Development Manager

Nov 2023 - Oct 2024

- Led business development plans and regional growth initiatives for digital and photonics products across global markets, translating customer and market insights into strategies that increased order growth and market share
- Developed value-based promotional programs, sales offers, and strategic initiatives tailored to regional customer segments, supporting product launches, accelerating pipeline growth, and driving revenue performance
- Collaborated cross-functionally with sales, product management, and marketing to gather customer feedback, identify market trends, and optimize product messaging and positioning

#### Product Manager

Jun 2021 - Nov 2023

- Led product launches for arbitrary waveform generators, chassis, controllers, and modular quantum control system
- Worked on cross-functional teams to successfully launch NPIs, increasing arbitrary waveform generator sales 15% YoY
- Created and maintained documentation to provide effective sales, marketing, and training materials, including development of an internal podcast, product webpages, and launch videos
- Provided training and guidance to sales team and customers on product specifications and technical questions

### Tupperware Brands

Oct 2020 - Apr 2021

#### Transportation Analyst Intern

- Conducted market research on transportation management systems to determine optimal business approach
- Implemented sourcing strategies to propose new software with estimated reduction of \$10M in global spend

## EDUCATION

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### University of Central Florida

2017-2021

Bachelor of Science in Industrial Engineering, Minor in Computer Science, Minor in Mathematics

## PROJECTS

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### Social Media Manager | Weenie Moms DTX

Jun 2025 - Jan 2026

- Founded a social community for Dachshund owners in the Dallas area, fostering engagement and membership growth
- Creating Instagram content using Canva to build brand presence and maintain an active online community

### Learn UI Design by Erik Kennedy

2025

- Completing an online course on UI design to learn color, typography, layout, design process, and more

### Localhand | Shellhacks 2020

Sep 2020

- Worked with a team to create a web app to help local businesses grow using React, Python, and the Twitter API
- Used Figma to create wireframe of the web app and collaborated on front-end development using HTML and CSS

## SKILLS

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Microsoft Office, Google Suite, Slack, Adobe Suite (Audition, InDesign, Photoshop, AEM Sites), Figma, HTML/CSS, Confluence, JIRA, Asana, Smartsheets, Zoom, Fluent in Spanish

## LEADERSHIP

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### The Proud Committee Employee Interest Group - Omnicell

Jan 2025 - Present

Events Lead | Jun 2025 - Present

### Employee Network for Underrepresented Minorities - Keysight Technologies

Jan 2023 - Oct 2024

SHPE Chair | Jan 2024 - Oct 2024

### Theta Tau Professional Engineering Fraternity - Rho Gamma Chapter

May 2018 - May 2021

Corresponding Secretary, Relay for Life Captain, Public Relations Chair

### Society of Hispanic Professional Engineers UCF

Aug 2017 - May 2021

Advertising Lead, Leadership Committee