

Arianna Pibernus

MOBILE USER ACQUISITION | AI PRODUCT BUILDER | CUSTOMER SUCCESS

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PROFESSIONAL SUMMARY

Mobile AdTech Customer Success Manager and hands-on AI product builder managing approximately eight user acquisition clients across U.S. and LATAM markets. Ships production AI workflows and self-service tools for account health, campaign prioritization, creative operations, and playable ads. Translates stakeholder needs into interfaces, automations, testing, deployment, and team adoption.

EXPERIENCE

Bidease | New York, NY

October 2025 - Present

Customer Success Manager

- Manage approximately eight mobile programmatic clients across the U.S. and LATAM, guiding user acquisition and retargeting campaigns across pacing, budgets, KPIs, creative strategy, and account growth.
- Built and deployed an LLM-powered account-health dashboard to CSM and AdOps users in February 2026, connecting live internal DSP data through Model Context Protocol (MCP) with five-minute refreshes; centralizes prioritized DoD, WoW, MoM, and QoQ analysis, eliminates recurring manual pulls, and frees team capacity for strategy.
- Launched automated Slack alerts in March 2026 for pacing, KPI variance, budget-scaling opportunities, creative performance, and rejection or fraud signals, plus weekly top-creative summaries that support proactive client conversations.
- Developed a self-service creative-resizing tool in August 2026 that reduced a lengthy manual handoff to a three-step upload, size selection, and download workflow completed in seconds, removing a launch bottleneck.
- Built an AI-assisted playable-ad factory in August 2026 that turns competitive intelligence and app-specific creative inputs into authentic playable concepts; enables CSM and AdOps users to create and revise campaign-ready variants in 15-20 minutes, with launched campaigns showing stronger engagement, retention, and LTV.
- Owned stakeholder discovery, requirements, workflow and interface design, prompt design, AI-assisted development with Claude Code, debugging, deployment, manual source-data validation, and team training; tested outputs for hallucinations, logic errors, and defects before release.

SELECTED AI & INTERACTIVE PROJECTS

Interactive Portfolio, Luminosity Garden & Resume RPG | ariannapibernus.com | Built a responsive Astro and React portfolio, procedural Three.js garden, and game-based resume using Claude Code, Anime.js, and RunwayML; garden geometry is computed when each flower blooms without downloaded models, photography, or video.

Independent ALO x Rhode Concept Campaign | Directed an AI product showcase from still generation through animation and final edit using GPT ImageGen 2.0, Higgsfield AI with Seedance 2.0, and CapCut.

ADDITIONAL EXPERIENCE & LEADERSHIP

American Marketing Association | Vice President of Special Events

August 2021 - May 2025

Led a 15-member team and a 30-60-90 marketing campaign for Professional Networking Night, attracting 20+ companies and 300+ attendees.

Romulus Media | Brand Marketing Strategist

November 2024 - January 2025

Used audience research and targeted outreach to increase website engagement 65% and reported ROI 32%.

Techtronic Industries | Marketing & Sales Intern

May 2024 - August 2024

Analyzed campaign performance in Power BI, maintained Salesforce CRM data, and supported optimizations that increased customer engagement 15%.

SKILLS & CERTIFICATIONS

AI & Product: Human-in-the-loop validation, Claude Code, Codex, LLMs, Model Context Protocol (MCP), agents, prompt design, APIs, React, JavaScript, Astro, Three.js, Anime.js, testing, debugging, deployment

AdTech & Analytics: Mobile UA, DSPs, SSPs, retargeting, attribution, AppsFlyer, Grafana, campaign pacing, creative performance, ROAS, CPA, CPI, CTR

Certifications: AppsFlyer Essentials; StackAdapt Advanced Programmatic; Basis Programmatic Essentials; Foundations of Digital Marketing and E-commerce; Foundations: Data, Data, Everywhere; HubSpot Social Media Marketing

EDUCATION

San Diego State University | B.S. in Business Administration, Marketing | May 2025