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| 787.248.0261 |
| Mariievel19@gmail.com |
| Fort Lauderdale, FL |
| www.mariie-velez.com/ |

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| M/V  MAriie Velez | |
|  | About ***Growth-Focused Demand Generation Leader ABM Strategist | Revenue Driver***  Proven ability to scale demand gen and ABM for B2B SaaS and cybersecurity, driving pipeline growth, optimizing conversions, and aligning marketing with sales for revenue impact.  **Areas of Expertise:**  Demand Generation & ABM Strategy | Pipeline Acceleration & Revenue Growth | GTM Strategy & Sales Alignment | Multi-Channel Campaign Execution | Executive Stakeholder Engagement | Budget Management | ROI Optimization |Multilingual Communications (English, Spanish, Portuguese) | |
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|  | Experience**Thales Group | Florida, Remote**Global Demand Generation & ABM Manager (April 2023 – Present)  * Led **global demand generation strategy**, driving **$80M+ in pipeline and $15M in bookings**. * Expanded from a **regional role to a global leadership position**, supporting multi-region demand generation efforts across **NAM, LATAM, EMEA, and APAC**. * **Developed and executed 6+ ABM programs**, integrating personalized outreach, digital marketing, and direct mail to improve lead conversion rates. * Spearheaded **Always-On global campaigns**, including **STA Retention, Okta Revamp, and Critical Infrastructure**, generating **600K+ impressions and 140+ high-intent leads**. * Partnered with **VPs, sales directors, and regional leaders** to align marketing efforts with revenue targets and optimize sales enablement strategies. * Managed and optimized **multi-million-dollar marketing budgets**, ensuring high ROI through strategic channel investment. * Launched the **Global IAM Win-Wire Program**, increasing internal visibility of sales wins and providing valuable customer insights for content marketing. * Innovated demand generation approaches, including **LinkedIn document ads and conversational marketing**, resulting in a **7.8% lead-to-opportunity conversion rate**.  **Wrike/Citrix | Florida, Remote**Demand Generation & ABM Manager (March 2022 – April 2023)  * **Drove a 54% increase in SQLs and a 26% YoY growth in closed-won opportunities** through strategic ABM execution. * **Owned and optimized 8+ vertical-focused ABM campaigns**, integrating multi-channel outreach across **paid media, direct mail, events, and digital campaigns**. * Developed **real-time ABM analytics dashboards in Salesforce**, enhancing pipeline visibility and sales efficiency. * Partnered with **sales leaders in NA and EMEA** to launch **hyper-personalized outbound plays**, accelerating high-value deal closures.  **Nakisa | Florida, Remote** **Global Demand Generation Manager**(March 2021 – March 2022)   * **Owned $500K+ global marketing budget**, optimizing demand generation programs for **$10B+ enterprise accounts**. * Launched inbound and outbound campaigns that **improved MQL-to-SQL conversion rates by 30%**. * Established a **scalable ABM framework**, aligning marketing with sales outreach strategies.  **FMS Solutions | Marketing Manager** (2018 – 2021)**Latin2Latin Marketing | Account Executive** (2018)**Skyword Inc. | Bilingual Content Coordinator** (2016 – 2017) | |
|  | Education & CertificationsUniversity of Sacred HeartBachelor’s in Advertising (Magna Cum Laude)2009 - 2014Hult International Business SchoolMaster in Internation Marketing (Dean’s List)2015-2016CertificationsAMA Marketing Management Certification | Google Analytics Certification | Demandbase ABM Certification | |
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|  | **Technology & Tools** Salesforce | Marketo | Demandbase | Drift | Reachdesk | Google Analytics | Tableau | Power BI | LinkedIn Business Manager | Sendoso | Folloze | Content Syndication Tools | |