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| M/VMAriie 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 School Master in Internation Marketing (Dean’s List)2015-2016Certifications AMA 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 |