

Hugo Faria

Field Marketing | B2B SaaS | Demand Generation & Revenue Growth (EMEA)

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Senior B2B Field Marketer with 20+ years' experience driving revenue growth across EMEA and the Americas. Proven track record in demand generation, ABM, and partner marketing, delivering measurable impact including +35% lead growth and +15% increase in deal size.

Expert in aligning marketing with sales to drive pipeline performance, conversion, and commercial outcomes. Strong focus on AI-driven marketing, building and implementing automation workflows and AI agents (including n8n) to optimise lead management, segmentation, and campaign execution, increasing marketing-sourced revenue by 25% while improving efficiency and data accuracy.

Experienced in leading and developing high-performing teams, combining strategic leadership with hands-on execution to deliver consistent business results.

Key Achievements

- Increased lead flow by **35% through AI-driven automation** and lead management
- Improved average deal size by **15% via targeting and sales alignment**
- Scaled **lead generation by 1500%** through digital campaigns and webinars
- Delivered **120% ROI across multi-channel campaigns** in EMEA
- Increased marketing-sourced revenue by **25% using AI and automation**
- Generated **20+ enterprise opportunities** through C-level roundtables

Core Skills

Demand Generation & Revenue Marketing

- ABM Strategy • Lead Generation • Pipeline Growth • Conversion Optimisation

Marketing Technology & AI

- HubSpot • Marketo • Salesforce • Power BI • Tableau • AI Agents • n8n Automation

Leadership & Strategy

- Team Leadership • Sales Alignment • Stakeholder Management • GTM Strategy • Partner Marketing

Experience

Principal Field Marketing - (Fixed 1 year contract)

Arctera - Ireland | Jan 2025 - Jan 2026



- Drove 35% increase in lead flow by implementing AI-driven lead management and automation
- Increased average deal size by 15% through improved targeting, qualification, and sales alignment
- Designed and executed "Don't Lose It" campaign, driving multi-channel pipeline growth across paid, email, events, and partner ecosystems
- Built and executed ABM strategies targeting enterprise and public sector accounts
- Acted as key bridge between marketing and sales, improving pipeline visibility, conversion rates, and lead quality
- Delivered joint GTM initiatives with partners including Wasabi, Fujitsu, and TD Synnex across EMEA
- Developed AI agents and automation workflows (n8n) to optimise ICP targeting, segmentation, and campaign performance
- Managed and mentored a team of 3 marketers, driving execution, performance, and alignment with revenue goals

Sr. Field & Partner Marketing Manager (Fixed Contract)



LinkedIn - Ireland | Jun 2022 - Sep 2023

- Delivered integrated ABM campaigns across webinars, events, and content, generating high-quality pipeline
- Led strategic partner marketing initiatives with HubSpot, Adobe, and Metadata
- Increased partner-driven revenue by 120% through ecosystem collaboration
- Managed flagship events including "I Love ABM" and "B2Believe" at LinkedIn HQ (250+ attendees)
- Strengthened marketing and sales alignment, improving campaign performance and conversion rates

Senior Field Marketing Manager (Fixed Contract)



Hitachi Vantara - Ireland | Apr 2021 - Jun 2022

- Led C-level roundtables with Gartner and TechTarget, generating 20+ qualified opportunities
- Launched Data Cloud campaign across EMEA, combining web, email, and event strategies
- Positioned brand as a leader in Data Analytics, increasing visibility and pipeline growth
- Delivered end-to-end campaign execution aligned with sales priorities and regional GTM strategy
- Managed a team of 2 marketers, ensuring delivery of campaigns aligned with regional and global objectives

Senior Marketing Specialist

Livetiles - Ireland | Sep 2018 - Nov 2020



- Increased lead generation by 1500% through webinars, digital campaigns, and events
- Delivered email campaigns to 10,000+ contacts with 170% ROI
- Built and scaled a high-performing webinar programme (2+ sessions/month, 120% ROI)
- Led GDPR implementation across Europe, ensuring compliance and data governance
- Improved engagement and conversion through full-funnel campaign optimisation

Senior Marketing Specialist

Schneider Electric - Brazil - Jun 2007 - Dec 2017



- Managed marketing budgets exceeding \$3M, executing 40-50 campaigns per quarter
- Led global product launches across B2B and B2C markets
- Increased revenue by 24% through lead scoring and funnel optimisation
- Delivered 25+ webinars and 50+ email campaigns across multiple business lines
- Improved digital lead generation by 35% and increased web traffic through integrated campaigns

Education

- **Mackenzie University (2006 - 2010)**
Bachelor's degree in Marketing and Communication
- **ESPM University (2012 - 2012)**
Planning, Media Negotiation and Administration Advanced

Certifications & Continuous Learning

- **AI & Automation:** Generative AI, Prompt Engineering, AI for Marketing
- **Marketing Platforms:** HubSpot (Marketing Software, RevOps), Google Analytics (GA4), Google Ads
- **Ongoing:** AI Agents, Automation (n8n), ABM optimization