
LETICIA DÍEZ ALFONSO



PROFILE

Strategic and results-oriented Regional Marketing Manager with +7 years of experience in B2B SaaS. Proven ability to develop and execute demand generation strategies across Spain, Portugal, Italy, and Latin America. Adept at localizing global go-to-market plans, leading cross-functional initiatives, and driving pipeline acceleration in close alignment with sales and customer success teams.

LinkedIn: <https://bit.ly/linkedin-leticia-diez>

+34 687 12 84 62
leticia.dieza@gmail.com

C/ Nuñez de Balboa 115,
28006 Madrid

EXPERIENCE

Senior Field & Partner Marketing Manager - Southern Europe & LATAM.
Lucanet AG - Madrid — 2019-2025

- Adapt and localized global marketing strategies for Iberia, Italy, and LATAM, aligning go-to-market plans with local needs and multi-product SaaS portfolio positioning across diverse buyer personas.
- Work cross-functionally with BDR, Sales, Channel, Customer Success, and Professional Services teams, maximizing pipeline contribution and campaign impact, developed co-marketing programs with partners, and cross-sell initiatives targeting existing customers, supporting account expansion and retention goals.
- Execution of multi-channel programs, managing a budget of €400K yearly, including coordination with external agencies and planning of 15+ events and 20+ webinars annually, focused on lead generation, customer engagement, and brand visibility.
- Proficient in marketing and sales tech stack, including Salesforce, HubSpot, Act-On, LinkedIn Ads, and webinar/event platforms, enabling data-driven decisions.

Marketing Associate, IFS; Madrid — 2018

- Conducted lead research and managed prospect data in IFS ERP, with 50% of daily tasks performed in Portuguese, including direct outreach to potential clients.
 - Supported email marketing campaigns using Pardot, handling content setup, segmentation, and reviewing Portuguese translations for regional accuracy.
 - Industry events coordination, preparing marketing materials ensuring alignment with brand and local market needs.
-

EDUCATION

Spanish Diplomatic School, Madrid – Course on the European Union, 2017

Universidad Autónoma de Madrid – Master's Degree in Governance and Human Rights, 2016–2017

Universidad Autónoma de Madrid – Bachelor's Degree in Psychology, specialization in Social Psychology, 2011–2016

- Erasmus Program, University of Coimbra, Portugal, 2015
- International Exchange Program, Rafael Landívar University, Guatemala, 2014

OTHER PROFESSIONAL EXPERIENCES

Public Technical Assistance (Intern) – FIIAPP; Madrid - 2019

Supported international cooperation programs in the areas of public security and institutional reform. Assisted in research, reporting, and administrative coordination.

Intern – Embassy of Spain in Mozambique – 2017

Contributed to diplomatic and cultural affairs, including administrative support, event planning, and drafting official correspondence.

Tour Guide - Real Madrid FC (EN/ES/PT); Madrid – 2016-2017

Led guided tours for international visitors in English, Spanish, and Portuguese around Santiago Bernabéu Stadium and Valdebebas Sports City. Delivered dynamic presentations and managed large groups daily.

SKILLS

Salesforce, HubSpot, Pardot, TeamLeader, Act-On, Typo3

LinkedIn Ads, SEM, Google Analytics

Spanish (Native). English (C1). Portuguese (B2). French (B1)

Project Management across on-site/virtual and multicultural teams
