

Hugo de Oliveira Mariano

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Right to Work: EU Citizen

SUMMARY

Data-driven Product Marketing professional with 4+ years across B2B paid media, marketing analytics, and GTM execution. Founder at Alaska Marketing, leading integrated launches, messaging, and sales enablement. Led end-to-end launch of a SaaS for cafés/baristas, building ICP/personas, positioning, pricing approach, funnel to MQL/SQL, and lifecycle programs. Hands-on with MSP/IT admin workflows (ticketing, SLAs, Jira automation) and security/compliance documentation. Practical cybersecurity exposure building NAS backups and Zero Trust verification flows. Comfortable translating technical features into revenue-oriented stories for MSPs and IT buyers. Strong with HubSpot, GA4, BI dashboards (Power BI, Looker, Data Studio), and Python for reporting automation. Fluent in Portuguese and English.

CORE PMM COMPETENCIES

- GTM Strategy: ICP/personas, value prop, launch plans, channel mix, pricing/packaging inputs
- Positioning & Messaging: narrative and brand story, messaging frameworks, differentiation
- Sales & Customer Enablement: pitch decks, one-pagers, battlecards, objection handling, demo narratives
- Market & Competitive Intelligence: SWOT, JTBD, TAM/SAM/SOM, pricing scans, win/loss insights
- MSP/IT Admin Alignment: ticketing processes, SLAs, Jira automation, compliance playbooks
- Cybersecurity Exposure: NAS backups, Zero Trust (identity, device posture, SIM/number, network, camera verification)
- Content & Lifecycle: ebooks, landing pages, email nurture, inbound/outbound, webinar support
- Analytics & Experimentation: funnel analytics, A/B tests, LTV/CAC modeling, cohort analysis Systems Analysis and Development

CAREER BACKGROUND

Founder & Product Marketing Lead — Alaska Marketing (Agency) | Remote (Ireland/Brazil) | 2023–Present

- Led full GTM for a SaaS for cafés/baristas: brand identity, tone of voice, messaging hierarchy, and launch plan across paid, organic, and email. Built ICP and personas, selected channels (Meta, Google, LinkedIn), and created the initial content system.
- Built a qualification funnel (LP + nurture) to convert inbound leads into MQLs/SQLs; implemented scoring and basic lead routing in HubSpot; reported on conversion rates per stage and payback windows.
- Designed calendar-based content programs (posts, ebooks, LPs) aligned to buyer journey; authored ebooks and landing pages; implemented automated email sequences (HubSpot) for inbound and outbound.
- Defined competitor landscape and pricing scan using AI-assisted research; delivered SWOT and JTBD; modeled TAM for initial city, then SAM for regional expansion, and SOM for international testing; proposed price evolution roadmap tied to feature and adoption milestones.
- Implemented MSP/IT service workflows for clients: automated ticket intake and triage in Jira Software with SLAs, priority rules, and change logs; authored compliance manual for data handling (GDPR/LGPD principles, RBAC, retention, logging).
- Deployed operational security practices: local NAS backup policy (RPO/RTO definitions) and Zero Trust checks (identity, device, phone number, network, camera verification) embedded in sensitive flows to reduce risk surface.
- Orchestrated sales enablement motions aligning Marketing, Sales, and Ops: created talk tracks, one-pagers, and objection handling; synced feedback loops to refine messaging and product priorities.

- Prepared event assets and messaging to showcase the SaaS at Micro Warehouse (Galway): demo script, deck, and lead capture workflow; defined goals for meetings and qualified pipeline.

Martech – Marketing Data Analyst at Ideatore – São Paulo, Brazil | September 2021 – October 2023

- Developed customized reports to assess marketing strategy performance with accuracy.
- Extensively utilized Excel (pivot tables, Macros) for efficient data analysis.
- Automated PowerPoint report generation using Python routines.
- Implemented report automation using Google Data Studio, Microsoft Power Automate, and Zapier, streamlining workflows and increasing operational efficiency.
- Leveraged BI tools (Power BI, Looker) to extract strategic insights and support decision-making.
- Delivered technical support via phone and ticketing system for security awareness and anti-phishing software issues.
- Created comprehensive documentation, knowledge base articles, and FAQs to enhance team efficiency.
- Conducted training sessions and provided one-on-one support on new systems and tools.
- Supported the creation and management of programmatic media and paid ad campaigns across Google Ads, Meta Ads, and LinkedIn Ads.

Electrical Engineer (Self-employed) - São Paulo, Brazil | January 2019 - September 2021

Freelancer as Python Programmer at XMenu

- Provided technical assistance via phone and tickets, resolving customer issues professionally related to spam filtering, DNS filtering, security awareness training (SAT), and anti-phishing software.
- Created documentation, knowledge base articles, and FAQs to enhance team responses.
- Conducted training sessions and one-on-one guidance on new systems and software, ensuring customers effectively utilized the products.
- Identified and resolved issues proactively, mitigating risks and ensuring high customer satisfaction and retention.

Sales and Solar Panels Project Design

- We have developed a method with which you can see the best price for suppliers and compare them. Furthermore, Python, Excel and Power BI were used to make this project happen.

Electrical Projects Designer

- 2D and 3D design projects for low and medium voltage routing.
- Developed my soft skills to have a more technical perspective and to manage tasks with tight deadlines, requiring agile work technologies.
- Identify and resolve issues, with a proactive approach to mitigating risks.
- Modeling of project components (electrical, plumbing, HVAC, and architectural) to compose the multidisciplinary environment required for 3D modeling and BIM coordination.
- Analysis of key performance indicators (KPIs) for financial management, invoice processing, vendor scorecards, and work order management.
- Performing initial cost estimates for required services, products, or materials, developing price lists and bid proposals, and reviewing or analyzing the technical aspects of a project.

KEY PROJECTS AND PMM ARTIFACTS

- SaaS Launch Pack: brand book, messaging framework, LP, ebooks, nurture sequences, GTM calendar, paid media setup, reporting suite, enablement deck and one-pagers.
- Competitive & Market Sizing: AI-assisted research, SWOT, JTBD, TAM/SAM/SOM models, pricing scans, and scenario planning (pessimistic/realistic/optimistic) with 5-year ROI projections.

- MSP/IT Ops & Compliance: Jira-based ticketing/SLAs automation, compliance manual (access control, retention, audit logging), and change management governance.
- Security Foundations: NAS backup playbook and Zero Trust verification checkpoints integrated into sensitive operations.

Interests: I'm married and a proud cat dad to a deaf rescue. Lately I've been distro-hopping and deepening my love for Linux, and when I switch off, you'll find me playing Kingdom Hearts on PS5.

References Upon Request