



Zack Alami

Sr. Marketing Leader

Copenhagen, Denmark
(+45) 31 75 90 54

Barcelona, 29/04/1991
Nationality: Spanish

summary

A B2B Marketing Lead with a passion for helping SaaS brands find their voice and scale internationally through ethical, creative, and revenue-generating marketing initiatives.

contact

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languages

English - C1 (CEFR)
German - B1.1 (CEFR)
Spanish - (Native)
Catalan - (Native)
Arabic - (Native)

experience

Senior Marketing Manager

Siteimprove | Copenhagen, Denmark | September 2019 - present

Promoted to lead all the B2B marketing initiatives in Southern Europe and drive the expansion to Latin America from the ground up.

- Directed an omnichannel marketing strategy, including Account-Based Marketing (ABM) programs and lead processes, to increase conversion and revenue performance by establishing enhanced coordination between marketing and sales functions.
- Led a cross-functional marketing team specializing in digital to support market expansion, brand awareness, and content creation.
- Built intra-regional enterprise relationships and owned end-to-end marketing campaigns in Latin America.
- Managed and allocated an annual regional budget.

Key Results:

- Named Top Global Marketing Performer of 2019.
- Led the first company marketing campaign in Mexico, resulting in +240% ROI.
- Prioritized revenue-focused initiatives in Southern Europe that successfully resulted in 43% of total Marketing Attributed Revenue growth.

Marketing Manager

Siteimprove | Copenhagen, Denmark | March 2018 – September 2019

Brought on to develop an end-to-end B2B marketing strategy focused on demand generation activities across paid, earned, and owned channels for Siteimprove in Spain, Italy, and Portugal.

- Established the first regional marketing strategy, framework, guidelines, KPIs, and governance for localized campaign efforts to drive consistent ROI in alignment with brand and business strategies.
- Organized multi-channel marketing activities to identify, pursue, and capture regional business opportunities within different verticals.
- Introduced the first Customer Marketing Program, working closely with the regional Customer Success Manager (CSM) to help increase customer engagement.

Key Results:

- Directed more than seventeen field activities, including webinars, in-field events, and digital campaigns.
- Successfully yielded 33.8% in Marketing Attribution Revenue out of a regional goal of 20%.
- Reported and delivered performance reports and suggestions to the executive team.

education

Bachelor's Degree:

Marketing and Market Research at UOC University

Associate Degree:

International Business at ECAT Barcelona

leadership experience

Startup Mentor at Demium, 2020 - present

Founder at Internacionalmente.com, 2012 - present

interests

Branding
Technology
Communications
Filosofy
Leadership
Sustainability
Diversity

Marketing Manager, EMEA

Saak Digital | Barcelona, Spain | August 2015 – March 2018

Led a major transformation in communications for the Weeras Platform (a B2B SaaS solution), focusing on the UK, Germany, and Spain.

- Initiated a demand generation program, including rebranding, web redesign, and leveraging marketing automation (Hubspot) and CRM (Zoho) to align sales and marketing teams.
- Hired and led a team of marketers across social media, PR, content, and brand.
- Implemented Objective Key Results (OKRs) and delivered performance reports to the Chief Executive Officer.

Product Marketing Manager

Expertus | Barcelona, Spain | May 2016 - May 2017

- Served as interim Product Marketer for five companies of the Expertus Group in Spain.
- Responsible for segment strategy, new product development, product positioning, branding, and demand generation programs.

Communications Specialist

Enterprise Europe Network (EEN) - Barcelona Chamber of Commerce | Barcelona, Spain | Sep 2013 - Mar 2014

Advised small and medium-sized enterprises on international development as part of the Enterprise Europe Network, the world's largest business and innovation support network, which is promoted by the European Commission.

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