Carlos Mendes

Field Marketing Manager

Field Marketing Manager with 5 years in B2B technology marketing, running regional events and demand generation for a cybersecurity company's central US sales team. Plans 32 events a year, from executive dinners to trade shows, and tracks every lead in Salesforce and HubSpot. Strong project management skills and attention to detail on budgets, vendors and follow-up.

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Experience

Field Marketing Manager

01/2024 - Present

Lonestar Cyber Defense

Dallas, TX

Field marketing for the central region of a network security company with 300 sales staff.

- Plan **32** events a year across 9 states, including executive dinners, roadshows and 4 trade shows.
- Partner with 14 account executives on regional demand generation plans tied to their target account lists.
- Manage a $750K field budget and 6 event vendors, finishing 4% under budget in 2025.
- Track event leads and follow-up in Salesforce and HubSpot, sourcing $5.4M in pipeline last year.
- Analyze event ROI in Excel and cut 5 low-return shows, moving that spend to account-based dinners.

Event Marketing Specialist

07/2021 - 12/2023

Trinity Cloud Solutions

Irving, TX

Corporate events team at a cloud services provider.

- Coordinated event marketing for 20+ trade shows a year, from booth design to badge scans.
- Built lead follow-up email sequences in HubSpot that booked **210** sales meetings in 2023.
- Managed shipping, booth staff schedules and vendor contracts for each show.
- Reported cost per lead by event in Excel to the marketing director every quarter.

Skills

Field Marketing

Event Marketing

Demand Generation

Salesforce

HubSpot

CRM

Project Management

Excel

Budget Management

Attention to Detail

Education

Bachelor of Business Administration

05/2021

University of North Texas

Denton, TX

Marketing