

CONTACT

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Denver, CO

SKILLS

Field & Event Strategy

Full lifecycle of panels, executive dinners, conferences, and webinars.

Pipeline & ABM

Account-based programs that convert named targets into qualified pipeline.

Go-to-Market Engineering

Internal agents and automations built with Claude Code.

Outbound Systems

40-inbox enrollment engine with pacing and capacity models.

RevOps & Reporting

Salesforce and HubSpot dashboards for sourced and influenced pipeline.

STACK

HubSpot · Salesforce · Outreach · Apollo · ZoomInfo · Gong · Luma · Cvent · GA4 · Google Workspace · Notion · Asana · Zapier · Riverside · Claude Code · Cursor · GitHub · Vercel · Canva · Figma

EDUCATION

B.S. Communications
Colorado State University, 2020

CERTIFICATIONS

Google Analytics 4 (2025)
Brand Management, London Business School (2024)
Pavilion Rising Star Award (2023)
Pavilion Sales School (2023)
Bridging the Gap: SDR to AE, Pavilion (2022)
Using Stories to Sell, Pavilion (2022)
Pavilion SDR School (2022)

Andrew Lodwig

Field Marketing · Systems & Pipeline · AI-Native Operator

PROFILE

Field marketer who builds the systems that turn events into pipeline. Sole field marketer across Revelo's two business lines, staff augmentation and human data for AI code models, where I've generated \$3.8M scaling a hosted event series, Tech Teams Today Live, and \$12.6M from a 30-city rep-led program, both running on the infrastructure I built: outbound enrollment, pacing models, and AI agents and automations written with Claude Code. I started in sales as an SDR and I'm headed toward the seam where field marketing meets revenue operations.

EXPERIENCE

Field Marketing Manager · Revelo

Oct 2025 – Present

Series B staff augmentation and Human Data for AI labs. Sole field marketer across both lines.

- Generated \$3.8M in pipeline and 9 qualified opportunities from Tech Teams Today Live, a panel series across 3 markets that puts 60 to 100 VPs of Engineering and CTOs in the room; tighter panelist qualification drove a 100% conversion in New York, where all 4 panelists became opportunities.
- Drove \$12.6M in pipeline and 30 opportunities from 111 rep-led events across 30+ cities, owning venue sourcing, outreach copy, event design, and the enrollment engine that fills them.
- Built the outbound system across in-person events, digital events, and the podcast: a 40-inbox enrollment engine with pacing and capacity models that schedule throughput instead of guessing, consistently delivering a 35% open rate and 10% response rate.
- Launched Revelo's Human Data presence at NeurIPS with a five-part activation: a branded booth with 3 games, two happy hours, an executive dinner, a workshop, and out-of-home media, all aimed with pre-event research on 204 corporate AI/ML research paper authors. The dinner produced a closed-won deal with Meta; it became Camp Code-Gen, now running at ICLR, ICML, and NeurIPS Sydney.

Field Marketing Manager · Homebot

Apr 2023 – Jun 2025

Fintech startup in Denver; acquired by Inside Real Estate.

- Built Homebot's first field marketing program from zero across 30+ annual programs, returning 15.7x on spend in year one.
- Stood up Salesforce and HubSpot dashboards for sourced and influenced pipeline and meetings booked, reporting weekly to Sales, RevOps, and Finance to reallocate spend to the highest-yield tactics.
- Ran ABM-targeted attendee lists and follow-up workflows with 98% lead-routing accuracy to SDRs within 24 hours.

Inside Sales Rep · Homebot

Feb 2023 – Apr 2023

- Ran 20 to 30 product demos a week, surfacing prospect pain points and mapping the platform to measurable ROI.

Sales Development Rep · Homebot

Apr 2022 – Feb 2023

- Generated new-business pipeline through cold calls, multi-step email sequences, and social outreach, keeping CRM data clean throughout.