Juan Esquivel

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Crypto-native marketer. Built my way in. This is my proof of work.

EXPERIENCE

StableLab   Jan. 2023 – Jan. 2026
Head of Marketing   *Remote*

- Owned the marketing function at a DAO governance and crypto data infrastructure company serving **40+ protocol partners** including Uniswap, Aave, Arbitrum, and Sky; built strategy, positioning, and operations to align with business needs
- Evolved marketing strategy across three company phases (services, product development, sales-led GTM), realigning positioning and messaging at each stage
- Managed designer as first direct report; set creative direction, ran feedback cycles, and owned brand output across both brands
- Led product marketing for **Forse**, a multi-product data platform: naming, brand identity, positioning, category framing, sales collateral, and GTM launch
- Built awareness engine generating **800k+ impressions** and **18k+ unique visitors** across two B2B brands during transition from services to product
- Grew newsletter to **920+ subscribers** and produced **27+ podcast episodes** with crypto founders; key touchpoints for partner relationships and BD
- Drove BD and partnership efforts through content, co-marketing, and IRL events including a **150+ attendee** side event at EthCC Brussels

Boardroom   Aug. 2022 – Dec. 2022
Content Lead   *Remote*

- Stood up content function for governance tooling platform; defined strategy, built production workflows, aligned with product and engineering
- Shipped **50+ governance-focused content pieces** (newsletters, podcasts, Twitter Spaces, threads), translating complex protocol governance into accessible narratives

Orca Protocol   Apr. 2022 – Aug. 2022
Contributor   *Remote*

- Contributed to pod-based DAO governance model; drafted compensation proposal paying **10+ contributors**, defined member roles, and ran weekly coordination calls

RabbitHole   Jan. 2022 – Apr. 2022
Contributor / Pathfinder   *Remote*

- Led Education workstream with **40+ contributors**; ran strategy calls while shipping **10+ educational threads** and a **100+ article** public database on DeFi and DAO fundamentals

SKILLS

Core: B2B Marketing Strategy, Brand Development, Content-Led Growth, Product Marketing, GTM, Sales Enablement, Marketing Operations, Cross-functional Leadership

Channels: Newsletter, Podcast, Crypto Twitter, LinkedIn, IRL Events

Domain: DAO Governance, DeFi, Crypto Data Infrastructure

Tools: Claude Code, Cursor, Dune, Linear, Figma, Riverside, Mixpanel, Framer, Vercel

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EDUCATION

California State University, Northridge   Northridge, CA

B.S. in Financial Analysis   *2020*