

# Juan Esquivel

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

## EXPERIENCE

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### StableLab

Jan. 2023 – Present

*Head of Marketing*

*Remote*

- Led marketing as a strategic function—built from zero with full ownership of planning, positioning, and execution
- Evolved marketing strategy across three company phases—services, product development, sales-led growth—realigning function to business needs at each stage
- Built awareness engine generating **800k+ social impressions** and **18k+ website visitors** across two B2B brands during transition from services to product
- Developed product marketing foundation—positioning, messaging, and category framing for a multi-product data platform, creating sales collateral to support GTM
- Grew weekly newsletter to **900+ subscribers** as key partner touchpoint; produced **25+ episodes** of StablePod podcast generating **4.1k+ plays** and opening doors for BD conversations
- Owned brand development across two brands—matured StableLab's identity with brand strategy, design system, and brand kit, then launched **Forse** from concept through naming, brand architecture, and go-to-market campaign

### Boardroom

Aug. 2022 – Dec. 2022

*Content Lead*

*Remote*

- Stood up content function—defined strategy, built production workflows, and aligned with product and technical teams
- Shipped **50+ governance-focused content pieces**—newsletters, podcasts, Twitter Spaces, threads—while supporting product marketing efforts for governance tooling

### Orca Protocol

Apr. 2022 – Aug. 2022

*Contributor*

*Remote*

- Contributed to Orca Protocol's pod-based 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 for **40+ contributor pod**—ran strategy and contributor calls while shipping **10+ educational threads** and a **100+ article** public database

## SKILLS

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**Core:** Early-Stage B2B Marketing, Brand Strategy, Content-Led Growth, Product Marketing

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

**Domain:** DeFi, DAO Governance, Crypto Data

**Tools:** Claude Code, Cursor, ChatGPT, Dune, Linear, Figma, Riverside

EDUCATION

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**California State University, Northridge**

*B.S. in Financial Analysis*

*Activities: Student Finance Association*

Northridge, CA

*2020*