Juan Esquivel

juanesquivel138@gmail.com | linkedin.com/in/esquivj | x.com/0xCadena | juanesquivel.xyz | Lisbon/LA

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

EXPERIENCE

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 newsletter to **900+ subscribers** and podcast to **25+ episodes**; key touchpoints for partner relationships and BD
- Led brand development for two brands; matured StableLab's identity and launched **Forse** from concept to GTM

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 with **40+ contributors**; ran strategy and contributor calls while shipping **10+ educational threads** and a **100+ article** public database

SKILLS

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