

DAVID ISQUICK

EXPERIENCE

APOLLO GRAPHQL, Remote

Dec 2020 - Present

Director of Product Marketing

- Led PMM team with four direct reports: responsible for messaging, product launches, go-to-market strategy, competitive analysis, and sales enablement
- Developed ideal customer profile and worked with marketing operations to develop an account-based marketing strategy to prioritize accounts with the highest propensity for converting to pipeline
- Build Enterprise go-to-market motion and messaging working in conjunction with sales leadership and created sales pitch deck and outreach sequences that drove 4X revenue in two years
- Led content for [GraphQL Summit](#), which was the number one driver of pipeline generation of any marketing activity

OPTIMIZEZLY, San Francisco, CA

Feb 2020 – Nov 2020

Director of Product Marketing

- Led team of PMMs to drive pipeline with integrated campaigns: webinars, e-books, demos, and case studies
- Owned content strategy for Optimizely [conferences](#) in 2020: attended by 4000+ prospects and exceeded pipeline goals
- Worked with partnerships to build a go-to-market plan around strategic integrations with [AWS](#) and [Microsoft](#)

Senior Manager, Product Marketing

May 2017 - Feb 2020

- First developer-focused marketing hire: built out developer go-to-market strategy with [blog](#), content, and events
- Launched freemium product, [Optimizely Rollouts](#) in 2019 and grew acquisition year over year by 619%
- Developed and delivered sales enablement on engineering personas to drive ARR growth
- Ran a series of A/B tests that drove freemium product adoption by 57% by testing messaging and CTA placement
- Led multiple [website](#) redesigns and rebranding initiatives, including the [homepage](#) and [plans](#) pages

FACEBOOK, Menlo Park, CA

Product Marketing Manager, Developer Marketing

October 2014 – April 2017

- Brought to market and grew [Facebook Analytics](#) to over 800K users by conducting webinars, email marketing, social media and [blogs](#), event marketing, whitepapers, [press](#) and analyst briefings, creating the website, and developing ads
- Launched Facebook Analytics at the F8 conference and [presented](#) live to 500 developers and 10K remotely
- Brought to market [Facebook Spaces](#) (Social VR App) and [Facebook Messenger's Developer Platform](#) at F8
- Performed competitive analysis, audience segmentation, message testing, and user research for product launch

Client Solutions Manager (CSM)

November 2012- October 2014

- Grew leading travel client's ad spend by over \$7m year-over-year via targeting, creative, and bidding optimization
- Built custom targeting segments for key advertisers, which drove \$13m in incremental revenue from dating advertisers
- Designed experiments with engineering, product, and measurement to launch [Facebook conversion lift](#)

SAMSUNG AUSTIN SEMICONDUCTOR, Austin, TX

2006 - 2010

Measurement Engineer II (2006 – 2010)

- Devised an automated system that saved \$200,000 in costs per year and received a quarterly award as recognition
- Reduced equipment error rate by 80% by developing a standard framework for technicians that eliminated guesswork

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN, McCombs School of Business, Austin, TX

May 2012

Master of Business Administration, Full-Time Program

- Concentration in High-tech Marketing; GPA 3.8; GMAT 700; TA for Pricing and Channels class, VP Entrepreneur Society

UNIVERSITY OF MICHIGAN, College of Engineering, Ann Arbor, MI

December 2005

Bachelor of Science in Mechanical Engineering

- Dean's list - two semesters; GPA 3.5

ADDITIONAL

Skills: A/B Testing, SQL, Digital Ads, Email Marketing, Webinars, Analytics, HTML, CSS, JavaScript, Tableau

Volunteer: Tech for Campaigns 2020: Team Lead for MI-62 Rep Jim Haadsma: led email fundraising & volunteer strategy