DAVID ISQUICK

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Strategic Product Marketing Leader with 12+ years of experience across AI, developer platforms, and enterprise SaaS. Proven track record of scaling teams at Roblox and Apollo GraphQL, driving 4X revenue growth, and launching industry-defining AI tools.

EXPERIENCE

ROBLOX, San Mateo CA
Head of Product Marketing, Creator and AI   **April 2023 - Present**
- **Directly manage a high-performing team of 4 PMMs**, overseeing global messaging, naming, and product insights for the end-to-end creator ecosystem (Creation Tools, Engine, and Analytics).
- **Orchestrated GTM strategy** for Roblox's generative AI suite, including the launch of the AI Assistant, and grew product adoption 3X year over year
- **Spearheaded the RDC Creator Keynote content strategy**, achieving a record 98% satisfaction rate

APOLLO GRAPHQL, Remote   **Dec 2020 - Dec 2022**
Director of Product Marketing
- **Built PMM team with four direct reports**: responsible for messaging, product launches, go-to-market strategy, competitive analysis, and sales enablement
- **Created ideal customer profile** and **developed an account-based marketing strategy** in partnership with marketing operations to prioritize accounts with the highest propensity for converting to pipeline
- **Developed 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

OPTIMIZELY, 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
- **Built a go-to-market plan around strategic integrations** with AWS and Microsoft in conjunction with partnerships

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 by 619%** year over year
- **Drove freemium product adoption by 57%** through a mix of content and nurture development and A/B testing
- **Led rebranding and website redesign initiative**s, 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, blogs, event marketing, whitepapers, press and analyst briefings, creating the website, and developing ads

- **Brought to market [Facebook Spaces](#), Facebook's first Social VR App**

Client Solutions Manager (CSM)   **November 2012- October 2014**
- **Led ad strategy for top travel clients** and grew leading travel client's ad spend by over $7m year-over-year

SAMSUNG AUSTIN SEMICONDUCTOR, Austin, TX   **January 2006 - May 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

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN, McCombs School of Business, Austin, TX   **May 2012**
Master of Business Administration GPA 3.8 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: GPA 3.5. Dean's list - two semesters.

SKILLs

Leadership: GTM Strategy, Team Management, Sales Enablement, Category Creation.
Marketing: Product Messaging, Content Strategy, Demand Gen, A/B Testing, Lifecycle Marketing.
Technical: AI/ML Product Growth, SQL, Analytics, Web Development.