

DAVID ISQUICK

Product Marketing Leader — AI, Developer Platforms & Enterprise SaaS

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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

Mintlify — San Francisco, CA

Aug 2026 – Present

Principal Product Marketer

- Built Mintlify's GTM launch framework, introducing tiering models and lifecycle milestones to streamline cross-functional PM/PMM execution.
- Spearheaded positioning, keynote content, and multi-channel marketing for tier-1 campaigns, including the 2026 State of Knowledge Report.
- Defined positioning pillars for core platform offerings and led messaging and GTM strategy for the new AI pricing rollout.
- Established enterprise sales enablement and analyst briefing motions (e.g., RedMonk), initiating Win/Loss research and buyer journey gap assessments.

Roblox — San Mateo, CA

Apr 2023 – Jul 2026

Head of Product Marketing, Creator and AI

- Directly managed 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 the PMM team with four direct reports, owning messaging, product launches, go-to-market strategy, competitive analysis, and sales enablement.
- Developed the enterprise go-to-market motion and messaging with sales leadership, creating the sales pitch deck and outreach sequences that drove 4X revenue in two years.
- Created the ideal customer profile and built an account-based marketing strategy with marketing operations to prioritize accounts with the highest propensity to convert to pipeline.
- Led content for GraphQL Summit, the number one driver of pipeline generation of any marketing activity.

Optimizely — San Francisco, CA

Feb 2020 – Nov 2020

Director of Product Marketing

- Led a team of PMMs driving pipeline through integrated campaigns: webinars, e-books, demos, and case studies.
- Owned content strategy for Optimizely's 2020 conferences, attended by 4,000+ prospects and exceeding pipeline goals.
- Built the go-to-market plan for strategic AWS and Microsoft integrations in conjunction with partnerships.

Optimizely

May 2017 – Feb 2020

Senior Manager, Product Marketing

- First developer - focused marketing hire: built the developer go-to-market strategy spanning blog, content, and events.
- Launched the freemium product, Optimizely Rollouts, in 2019 and grew it 619% year over year.
- Drove freemium product adoption up 57% through a mix of content, nurture development, and A/B testing.
- Led rebranding and website redesign initiatives, including the homepage and plans pages.

Facebook — Menlo Park, CA

Oct 2014 – Apr 2017

Product Marketing Manager, Developer Marketing

- Brought to market and grew Facebook Analytics to over 800K users through webinars, email marketing, social, blogs, events, whitepapers, press and analyst briefings, website creation, and ads.
- Brought to market Facebook Spaces, Facebook's first social VR app.

Facebook

Nov 2012 – Oct 2014

Client Solutions Manager

- Led ad strategy for top travel clients and grew the leading travel client's ad spend by over \$7M year over year.

Samsung Austin Semiconductor — Austin, TX

Jan 2006 – May 2010

Measurement Engineer II

- Devised an automated system that saved \$200,000 per year and earned a quarterly recognition award.

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 • VP, Entrepreneur Society

University of Michigan — College of Engineering, Ann Arbor, MI

Dec 2005

Bachelor of Science, 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