

DAVID ISQUICK

EXPERIENCE

ROBLOX, San Mateo CA

Head of Product Marketing, Creator

April 2023 - Present

- Lead product marketing for the creator ecosystem at Roblox

APOLLO GRAPHQL, Remote

Dec 2020 - Dec 2022

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

OPTIMIZEZELY, 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, [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

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

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 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

Sales enablement, competitive intelligence, content marketing, digital advertising, demand generation, case study writing, webpage creation, A/B testing, email marketing, webinar production, event marketing, analytics, SQL, HTML, CSS, Tableau