

Marlon Fuentes

Marketing Manager

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Experienced Product Marketing Manager with 4+ years in SaaS and fintech. Adept at crafting impactful positioning, driving product growth, and translating technical features into compelling benefits. Proven track record in leading go to market strategies, customer research, and cross-functional collaboration to enhance product adoption and unlock new market segments.

Work Experience

Product Marketing Consultant

Jul 2024 - Present

[Leia Inc.](#) | Menlo Park (working from NYC)

Returned to Leia Inc. within a focused contractor role following an org restructure at Ericsson that affected my entire team. Responsibilities are focused on developing GTM for AI applications.

Product Marketing Manager

Jan 2024 - Jun 2024

ERICSSON | New York

- Drove enterprise and developer adoption through strategic go to market initiatives for cutting-edge AI, 5G, and blockchain products.
- Developed and executed global marketing programs for AI/ML products leveraging 5G technology, resulting in a 35% increase in developer adoption.
- Collaborated with Product, Market Research, and User Research teams to identify user segmentation, prioritize use cases, and achieve product-market fit for AI/ML offerings.
- Created internal communication strategies to align Marketing, Communications, Sales, Partnerships, Product, and Engineering teams on integrated campaigns for 5G-enabled AI/ML products.
- Crafted compelling product messaging, positioning, and competitive messaging, tailoring communications for various target user and developer segments.
- Facilitated cross-functional workgroups to explore the integration of blockchain with 5G networks, enhancing real-time transaction capabilities and security for IoT applications.
- Strategized and communicated the potential of network slicing and edge computing in 5G to support dedicated blockchain networks, improving performance and scalability.
- Prepared product launch-related external-facing collateral, including user guides, FAQs, and content updates for the website and product pages.
- Partnered with marketing channel colleagues to provide product-related messaging and content for campaigns, events, and social media.
- Supported the Content lead in writing blog posts featuring product messaging and competitive positioning.

Core Skills

Value Proposition Design, Prompt Engineering, Customer Webinars, Interpersonal Skills, Segmentation, Targeting, and Positioning artifacts and research, Adobe Creative Suite, Developer Relations, Video Editing, Customer onboarding, Tutorial and FAQs, Sales enablement through content

Education

Kellogg School of Business

Feb 2020 - May 2020

Post Graduate Studies Product Strategy

UCLA Anderson School of Business

May 2015 - Dec 2015

Fellowship Riordan MBA Program (1-year)

UCLA

Apr 2008 - Aug 2011

Bachelors Degree Anthropology

Languages

Spanish (*fluent*)

- Stayed informed on industry trends, technologies, competitors, and user feedback to continuously refine and optimize go to market strategies.
- Developed an agile go to market strategy for an AI-powered language video and audio translation product launch, collaborating with cross-functional stakeholders to drive successful execution.

Product Marketing Manager

Mar 2022 - Dec 2023

Leia Inc | New York

GTM for AI applications and OEM hardware nanotechnology.

- Collaborated with Microsoft Garage NYC, showcasing innovative applications of 3D Light Field Technology.
- Hosted diverse community engagements including in-person and online developer workshops, Twitter
- Launched the worlds first AI powered tablet, Lume Pad 2 and Nubia Pad 3D with ZTE in China
- Created and managed a creator program with instructional content, showcasing strong written and verbal communication skills.
- Researched cross-industry applications (film, marketing, music) for platform distribution, prioritizing use cases and developing GTM strategies for Web3 and Web 2.5 segments.
- Produced short-form marketing campaigns across social platforms, resulting in \$1.3M online revenue and 85% follower growth, highlighting attention to detail and eagerness to learn new technologies.
- Stayed updated on industry trends and competitors in the Web3 space, demonstrating ownership of product marketing initiatives and tolerance for the evolving landscape.
- Led agile marketing collaborations with Suzhou, China team and OEM partner ZTE, effectively navigating cultural nuances and time zones to drive cohesive global marketing initiatives.

GTM Community Lead

Feb 2021 - Dec 2023

Teller Finance | New York

- Orchestrated community growth strategies for a DeFi lending protocol on Ethereum L1 and Polygon L2, demonstrating expertise in driving user adoption across multiple blockchain environments.
- Developed SOPs for smart contract interactions on mainnet, showcasing ability to translate complex blockchain concepts into accessible user guidelines, similar to Sahara AI's focus on democratizing AI technology.
- Guided global users in navigating decentralized protocols, including asset transfers to Gnosis safe and on - chain loan processes, exemplifying strong cross-cultural communication skills.
- Collaborated with NFT collectors to leverage digital assets for DeFi lending, illustrating innovative approaches to data provenance and asset utilization in Web3 ecosystems.
- Cultivated vibrant Web3 community engagement as a meme lord, shifting market sentiment from FUD to
- FOMO, showcasing ability to craft compelling narratives for emerging technologies.

Certificates

Transacting on the Blockchain 31/07/2022

Solving Problems with the Blockchain 31/07/2022

Foundations of Blockchain 31/08/2022

Product Strategy 31/08/2020

- Hosted educational Twitter Spaces, Discord town halls, and AMAs with industry leaders, facilitating knowledge exchange and fostering a culture of transparent, accessible information sharing in the blockchain space.
- Managed a cross-functional team across global time zones, demonstrating leadership in a decentralized, remote work environment akin to Sahara AI's distributed network model.
- Fostered an inclusive community environment tolerant of diverse global perspectives.
- Actively participated in broader Web3 community initiatives through in person events and online discussions.
- Leveraged understanding of L1/L2 dynamics and DeFi interfaces to create guides and FAQs for users.

Product Marketing Lead

Jun 2018 - Aug 2021

GRAMMY AWARDS | Santa Monica

- Innovated go to market strategies for 375 artists across LATAM, APAC, and EMEA, leveraging data-driven insights to create culturally resonant campaigns.
- Led research on AI's impact in the music industry, delivering key findings to stakeholders and demonstrating ability to analyze emerging technologies.
- Collaborated with cross-functional teams to implement new policies and revise the Grammy nomination process, showcasing adaptability and change management skills.
- Orchestrated knowledge sharing initiatives, providing artists with transparent access to GRAMMY AWARDS processes, aligning with principles of equitable information distribution.
- Spearheaded data labeling and delivery for IBM Watson collaboration, resulting in over 1M impressions during GRAMMY Week, demonstrating experience with AI applications and data management.
- Organized Dolby Developer Day at Capitol Records for 150 participants, showcasing ability to engage developer communities and facilitate knowledge exchange.

Product Marketing Coach

Jun 2018 - Jul 2018

The World Bank, LATAM

- Coached LATAM startups on leveraging data as a strategic asset, incorporating Web3 principles to develop innovative business models, demonstrating expertise in emerging technologies and data monetization strategies.
- Implemented agile methodologies to guide startups in creating and iterating GTM strategies tailored to their specific country markets, showcasing ability to drive product-market fit in diverse environments.
- Facilitated workshops on blockchain and decentralized technologies, empowering entrepreneurs to integrate data sovereignty and provenance into their product offerings, aligning with Sahara AI's mission of equitable and transparent AI ecosystems.

Social Media Producer

Jan 2017 - Feb 2018

BuzzFeed | Hollywood

- Created data-driven strategic briefs for internal teams and brand partners, resulting in a 20% increase in viewer engagement, demonstrating ability to translate complex product information into compelling messaging.
- Led development and launch of 5 innovative VR products, collaborating with creators and cross-functional teams, showcasing experience in bringing novel technologies to market.
- Conducted market research on VR content consumption trends, informing go to market strategies for interactive experiences, illustrating ability to identify product-market fit in emerging tech spaces.
- Managed 3 agency partners to execute creator-led campaigns, demonstrating skills in stakeholder management and ability to drive GTM execution.
- Implemented A/B testing for video content, improving engagement metrics by 15%, showcasing data-driven approach to product optimization and user adoption.
- Delivered monthly market insights to leadership, influencing product decisions and fostering cross-team alignment, exemplifying ability to communicate complex technical concepts to various audiences.

Product Marketing Manager

Nov 2015 - Dec 2017

verynice design studio | Los Angeles

- Spearheaded the Be a Data Donor GTM campaign for Bitmark, collaborating with UC Berkeley to promote data ownership and provenance, demonstrating ability to create compelling messaging for complex blockchain technologies.
- Developed creative briefs and visual assets, including an innovative drivers license-inspired poster, to effectively communicate the concept of data rights and ownership to a broad audience, showcasing skills in translating technical concepts into accessible marketing materials.
- Drove participation in a Berkeley health study by leveraging Blockchain Technology to ensure data transparency and user consent, aligning with principles of secure, equitable, and ethical data utilization in AI research.
- Led strategic planning workshop for American Heart Association, guiding cross-functional leaders in designing innovative product experiences leveraging blockchain and AI technologies, demonstrating ability to drive innovation in established healthcare organizations.
- Facilitated scenario planning exercises integrating AI and blockchain concepts, showcasing skills in translating complex technologies into practical applications for health-focused programs.
- Collaborated with diverse stakeholders to identify and prioritize use cases for emerging technologies in healthcare.