

KURT T. PASCUAL

San Francisco, CA | 628-628-9551 | kurpeetologist@gmail.com | linkedin.com/in/kurt-pascual

U.S. PERMANENT RESIDENT | AUTHORIZED TO WORK WITHOUT SPONSORSHIP

TECHNICAL PRODUCT MARKETING & GTM

Positioning & Messaging | Product Launches | Technical Content | AI-Enabled Workflows

Technical product marketing and GTM operator with 4+ years of experience translating complex products, customer pain points, and performance data into differentiated positioning, persona-specific messaging, technical education, and cross-functional launches across B2B SaaS, fintech, technical B2B, DTC, travel, and edtech. Experienced partnering with Product, Sales, Customer Success, communications, leadership, and subject-matter experts; building launch systems from research and briefing through enablement, execution, measurement, and iteration; and connecting product capabilities to clear business outcomes. AI-native, metrics-minded, and hands-on with custom LLM workflows, analytics, basic SQL, and React Native product prototyping.

CORE TECHNICAL PRODUCT MARKETING CAPABILITIES

Positioning, Messaging & Personas: Customer and market research, pain-point synthesis, value propositions, differentiated narratives, persona-specific messaging, competitive framing, and sales enablement

Technical Content & Market Education: Product explainers, expert interviews, webinars, comparison content, proof-led narratives, launch briefs, thought leadership, and executive-ready performance readouts

Cross-Functional GTM & Launches: Product Marketing, Product, Sales, Customer Success, communications, leadership, subject-matter experts, launch planning, adoption programs, stakeholder alignment, QA, and iteration

Data, AI & Technical Tools: Custom GPT and LLM workflows, controlled knowledge sources, React Native product prototyping, basic SQL, HubSpot, Pipedrive, Zoho, GA4, Google Tag Manager, UTM frameworks, Tableau, Excel/Google Sheets, Notion, Asana, Monday.com, and Slack

PROFESSIONAL EXPERIENCE

NXT-USA - B2B Nutraceutical Ingredients

11/2025 - Present

Growth Marketing & Marketing Operations Lead

San Francisco, CA

- Own end-to-end GTM programs for a portfolio of technical B2B products, spanning audience and customer research, persona needs, positioning, messaging, launch briefs, content development, approvals, channel execution, reporting, and iteration.
- Partner with leadership, communications, external experts, and subject-matter specialists to translate complex scientific capabilities into crisp, differentiated narratives for technical practitioners, business decision makers, and sales teams.
- Build technical education and market-facing content across expert interviews, webinars, product explainers, comparison narratives, clinical-proof assets, earned media, and launch materials aligned to priority use cases and audience questions.
- Built and launched an integrated paid and organic expert campaign that generated 50+ qualified leads on a limited budget by aligning ICP targeting, persona-specific messaging, technical proof, creative, lead forms, tracking, and follow-up reporting.
- Use performance data, lead-quality signals, and stakeholder feedback to sharpen messaging and scale winning approaches into reusable playbooks, contributing to +205% follower growth and +98.6% engagement in 30 days.
- Built AI-enabled workflows using custom GPTs, controlled knowledge sources, and structured prompt systems to accelerate technical research, interview preparation, content drafting, QA, documentation, reporting, and message-variation testing.

BeauBello - DTC Shopify Apparel

10/2024 - 11/2025

Product Marketing / Growth Operations, Contract

San Francisco, CA

- Translated customer feedback, support questions, campaign behavior, and operational inputs into clearer product positioning, audience messaging, onboarding and post-purchase education, and lifecycle touchpoints.
- Managed cross-functional execution across marketing, creative, and operations, coordinating requirements, launch timing, approvals, QA, Shopify updates, and performance tracking in a fast-moving environment.
- Built launch trackers, operating cadences, asset-status views, and reporting loops that created a reliable single source of truth and reduced campaign turnaround time by approximately 30%.
- Diagnosed conversion and retention friction, documented hypotheses, and used qualitative and quantitative signals to prioritize product-experience and messaging improvements.

PROFESSIONAL EXPERIENCE - CONTINUED

Topper by Uphold - B2B Fintech SaaS

03/2024 - 05/2024

Product Marketing Analyst, Contract

San Francisco, CA

- Coordinated B2B fintech SaaS launches across Product, Sales, and Customer Success, aligning product value propositions, persona-specific messaging, enablement assets, timelines, and sales handoffs.
- Synthesized stakeholder feedback and early adoption signals into launch updates, customer-facing messaging, proof points, internal communications, and post-launch optimization priorities.
- Produced data-driven performance readouts that combined qualitative and quantitative feedback, surfaced execution risks, and gave cross-functional leaders clear recommendations and next actions.

BD Water - Consumer Water Technology

01/2023 - 11/2023

Product Marketing Associate

Perth, Australia

- Translated customer, market, and product insights into differentiated positioning, campaign messaging, technical product education, web content, and customer-journey improvements for a water-technology product.
- Supported product and campaign launches across audience targeting, content, landing-page improvements, and conversion optimization, contributing to +25% traffic, +10% conversion, and +15% sales growth.
- Used customer response and performance signals to recommend clearer value propositions, channel priorities, and adoption-focused touchpoints.

Air France

08/2023 - 02/2024

Marketing Analyst

Paris, France

- Built dashboards and weekly performance narratives across multiple markets, helping leaders understand audience behavior, segmentation opportunities, campaign effectiveness, and optimization priorities.
- Identified data-driven segmentation opportunities that improved campaign performance, including an 18% lift in email open rate through targeted optimization.

Point Avenue - EdTech

03/2021 - 01/2023

Product Marketing Manager

Thailand

- Led cross-functional product and go-to-market rollouts across education, marketing, and operations, aligning audience needs, program positioning, communication plans, adoption tracking, and stakeholder execution.
- Gathered and synthesized learner, parent, and internal team feedback to refine use-case messaging, engagement strategy, service positioning, and rollout priorities.

SELECTED TECHNICAL PRODUCT PROJECT

WealthOS - React Native Personal Finance App

2026 - Present

Product Builder, Independent

San Francisco, CA

- Build and iterate a React Native mobile application, translating user needs into product requirements, information architecture, interface components, QA plans, and release decisions.
- Work hands-on with implementation and debugging, decomposing technical problems, testing functionality, and documenting product behavior through AI-assisted coding workflows.
- Design financial insight experiences that turn complex data and user activity into clear, actionable, and understandable product narratives.

EDUCATION

M.S., Entrepreneurship & Innovation - Hult International Business School

San Francisco, CA

M.Ed., Administration - St. Theresa International University

Bangkok, Thailand

B.A., Linguistics & Literature - Kansas State University

Manhattan, KS