Kurt T. Pascual

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

GROWTH MARKETING AND GTM OPERATIONS | PRODUCT BUILDER

Growth marketer and product builder with 4+ years of experience building campaigns, acquisition systems, and launch processes for technical and B2B products. Hands-on across paid and organic demand generation, lifecycle, CRM operations, reporting, landing pages, and AI-assisted product development.

SKILLS

Growth and GTM: ICP and persona development, positioning and messaging, demand generation, paid and organic campaigns, lead generation, lifecycle strategy, landing pages, content, and A/B testing
Marketing Operations and Analytics: HubSpot, Pipedrive, Zoho CRM, GA4, Google Tag Manager, UTM frameworks, attribution, dashboards, campaign QA, reporting, and Zapier
Product and AI: Product requirements, information architecture, React Native, AI-assisted development, functional testing, custom GPT and LLM workflows, Notion, and basic SQL

PROFESSIONAL EXPERIENCE

NXT-USA | B2B Nutraceutical Ingredients Nov 2025 - Present

Growth Marketing and Marketing Operations Lead San Francisco, CA

- Generated 50+ qualified B2B leads with a three-day, $1,000 LinkedIn Live campaign spanning paid and organic targeting, creative, lead capture, tracking, and follow-up.
- Built custom GPT workflows for research, expert interviews, drafting, QA, reporting, and message testing; reusable playbooks supported 205% follower growth and 98.6% engagement growth in 30 days.
- Built NXT-USA's campaign operation from scratch, standardizing briefs, approvals, asset tracking, UTM conventions, lead forms, QA, and reporting to make repeat launches faster and more consistent.
- Turn client priorities from brands including Tylenol, executive direction, and scientific evidence into clear, compliant campaign messaging; report directly to NXT-USA executives.

BeauBello | DTC Shopify Apparel Oct 2024 - Nov 2025

Product Marketing and Growth Operations, Contract San Francisco, CA

- Cut campaign turnaround by approximately 30% by building launch trackers and reporting loops; used customer and funnel data to refine messaging, contributing to 25% traffic growth and a 20% increase in conversion.
- Partnered directly with the founder to take campaigns from brief to launch, coordinating paid creative, Shopify and landing page updates, approvals, and performance reviews.

BD Water | Consumer Water Technology Jan 2023 - Nov 2023

Product Marketing Associate Perth, Australia

- Supported product launches through audience research, product content, landing-page improvements, and conversion analysis, contributing to 25% traffic growth, a 10% increase in conversion, and 15% sales growth.

Point Avenue | EdTech Mar 2021 - Jan 2023

Product Marketing Manager Thailand

- Led cross-functional GTM rollouts across education, marketing, and operations, turning learner, parent, and internal feedback into clearer positioning, engagement programs, and launch priorities.

SELECTED PRODUCT WORK

WealthOS | React Native Personal Finance App 2026 - Present

Independent Product Builder San Francisco, CA

- Designed and am building an app that turns financial activity into clear guidance on what changed, why it matters, and what to do next; own the product concept, requirements, information architecture, UX decisions, and release priorities.
- Use AI-assisted development to build React Native components, debug and test flows, document product behavior, and refine the experience through hands-on QA.

EDUCATION

Hult International Business School | M.S., Entrepreneurship and Innovation San Francisco, CA
Kansas State University | B.A., Linguistics and Literature Manhattan, KS